

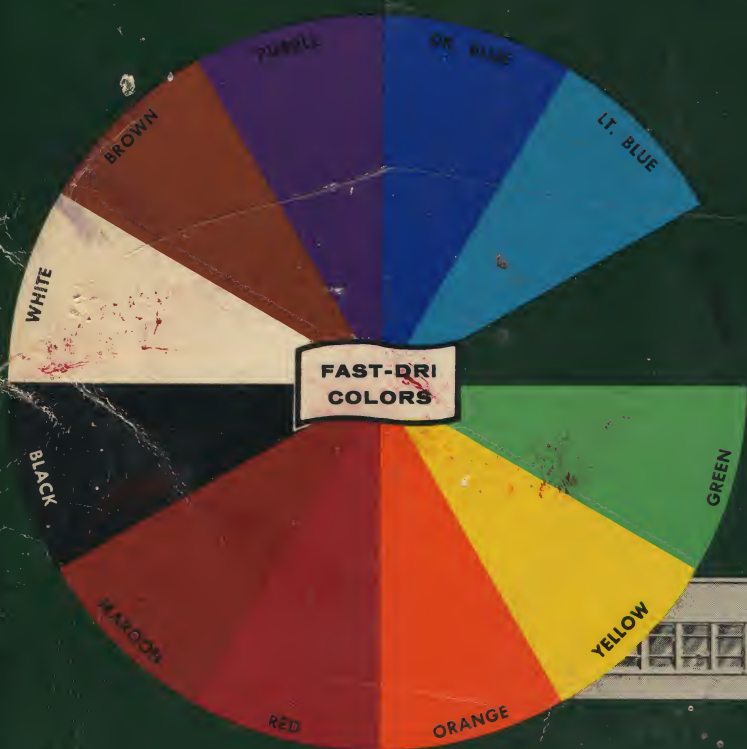
CATALOG NO. M656

Line-O-Scribe

SIGN MACHINES

and
supplies

INKS • CLEANERS • ROLLERS
METAL AND WOOD TYPE
TYPE RACKS • CABINETS
CUTS AND DESIGNS
CARDBOARDS AND PAPERS
TOPPERS AND IMPRINTED BLANKS
CARD HOLDERS • EASELS
SIGN REQUISITION FORMS



The **MORGAN** Co.
SIGN MACHINE

4510 N. RAVENSWOOD AVE. ... CHICAGO 40, ILL.

QUICK REFERENCE...

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Line-O-Scribe SIGN MACHINES

for every size and every kind of business. Models with type styles and sizes for all merchandise classifications.

GUARANTEE

The Line-O-Scribe machines are guaranteed against any manufacturing defect and have been used by department stores, chain stores and individual stores since 1930. There are few wearing parts on the machines, with the result that they will last a business lifetime. In active sign departments they have been used for up to 15 years with practically no cost for upkeep.

TYPE SIZES

Line-O-Scribe type is made from metal in sizes up to 72 point (1 inch). Larger sizes are made in wood. The wood type when given proper care will outlast the metal type. While every known style of type is available for use on the Line-O-Scribe, the styles and sizes listed in this catalog are most suitable for sign printing.

DELIVERY

Under normal conditions all models of the Line-O-Scribe machine can be shipped within from two to four weeks, and fast service is maintained on supplies. Except during extreme rush periods, all supply orders are shipped within five days of their receipt at this office. Wherever an emergency exists, needed supplies can go forward the same day by Air Express. We strive to give you the service that you need.

USERS

Line-O-Scribe machines have been made since 1930 and are in use by thousands of stores in all classifications. Leading department stores have used Line-O-Scribe machines for many years to handle their sign printing needs. Chain stores of all descriptions are large users of this equipment, and all classifications of individually owned stores have found the Line-O-Scribe machine to be ideal for the promotion of the sale of their merchandise within their stores. Many classifications other than retailers use the Line-O-Scribe machines for proofing and other printing requirements where one or a few of a kind are needed.

HOW TO CHOOSE YOUR

Line-O-Scribe

SIGN MACHINES

SIZES

1. What size Line-O-Scribe do you need? First decide on the largest signs your store requires. A high percentage of merchandise signs used today are 7 x 11 inches and smaller. However, you will use larger sizes for window displays and for feature signs inside your store. Many leading merchants use 22 x 28 inch and 14 x 22 inch signs in large numbers to lead traffic to certain sections of their store, to highlight promotional items and to conduct special sales. Window readers and paper scrolls are usually in these larger sizes. Any Line-O-Scribe produces the smaller signs and price tickets, so the size of the largest sign you want to use determines the model. For example, if you want to use signs up to 14 x 22 inches, then the model with 1422 appearing in its number is needed, so let's check the size of the signs for your store: 22" x 28" ☐ 14" x 22" ☐ 14" x 11" ☐ 7" x 11" ☐ smaller ☐.

MODELS

2. Which model should you get? Test comparisons of the self-inking models show that in actual use production was 25% to 35% higher than when the hand inked models were used. Self-inking models also distribute the ink evenly, so that resulting signs are of a higher grade . . . no one wants to lose 25% to 35% of their production where time is a factor and, of course, top quality for the advertising inside your store is most desirable . . . hand ink models do a good job and are for stores with limited sign requirements and where time is not one of the prime factors. Thousands of merchants use the hand ink models since they fill the needs and are lower in cost . . . a little analysis quickly tells you whether the self-inking ☐ or the hand inking ☐ models should be used.

TYPE STYLES

3. What style and size of lettering should you use? Combine script with one of the plainer types for best results. The specifications of each model list a good range of sizes for the capacity of that particular model. If you do not have someone in your organization who has a good knowledge of display type, simply specify the kind of business yours is and whether merchandise qualities are (a) medium and up, (b) medium and lower, or (c) top quality only. We will furnish type that is best for your merchandise and your store.

COST OF OWNING

4. What does it cost to own a Line-O-Scribe? While price will sometimes determine your choice, it is advisable

to purchase a model that will handle the largest signs you ever want to use. The Line-O-Scribe will be used over a period of years, during which time it will be selling volumes of merchandise and from an accounting standpoint will be written off over a ten year period. For every \$100 invested in a Line-O-Scribe, this amounts to about 3c per day for a ten year period figured as follows (3 x 365 x 10). It is therefore false economy to do without this sales creating medium or to consider some model which is too small to produce the signs you need to sell your merchandise.

SUGGESTIONS WHEN ORDERING SUPPLIES

INK ORDERS

should specify color wanted as well as kind. With Fast-Dri Ink you need composition rollers and F60 Cleaner . . . Water Color ink is applied with rubber rollers and cleans with water. **If you change from one ink to the other, get the necessary supplies recommended for that ink.**

TO MATCH TYPE

you are now using, send an imprint of a few of the letters or figures from the set to be matched or give the stock number, size and type name.

LINE-O-SCRIBE

Type fonts contain the following Letters or Figures—Sizes up to 72 point in metal . . . larger sizes are wood:

CAPITALS

81 pieces as follows:

3-A, 2-B, 2-C, 2-D, 4-E, 2-F, 2-G, 2-H, 3-I, 2-J, 2-K, 4-L, 2-M, 3-N, 4-O, 2-P, 1-Q, 4-R, 4-S, 3-T, 4-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-, 4., 1-?, 1-l, 1-8, 2-", 2-", 3--

LOWER CASE

100 pieces as follows:

6-a, 4-b, 4-c, 3-d, 6-e, 3-f, 3-g, 3-h, 5-i, 3-j, 3-k, 5-l, 3-m, 5-n, 5-o, 2-p, 2-q, 5-r, 6-s, 5-t, 6-u, 3-v, 3-w, 2-x, 3-y, 2-z

FIGURES

28 pieces for fonts up to 2 inch

3-1, 2-2, 2-3, 2-4, 3-5, 2-6, 2-7, 2-8, 2-9, 3-0, 2-¢, 2-\$, 1-.

FIGURES

15 pieces for fonts over 2 inch

2-1, 1-2, 1-3, 1-4, 2-5, 1-6, 1-7, 1-8, 1-9, 2-0, 1-\$, 1-¢

Contact Advertising **AT THE POINT WHERE**

★ **The Shopper**

★ **The Merchandise**

★ **and the money get together**



PROMOTE SALES . . . CONTROL INVENTORY

A general analysis of Merchandising shows that you must

- 1. Announce and show new merchandise quickly**
- 2. Close out slow and dead items at once**
- 3. Push staple items constantly**

Often the only chance you get to talk to shoppers and customers who visit your store is through Contact Advertising. By this medium you can . . . announce new merchandise . . . tell of qualities and values offered . . . appeal to all your store traffic . . . follow through on other advertising to complete sales . . . increase sales volume through visual selling.

Each individual who makes up your store traffic

is subject to **IMPULSE BUYING**. Every minute that a person is in your store you have an opportunity to sell visually. The attention you get through merchandise display and copy at the point of Customer Contact can result in many additional sales. Multiply the number who enter your store monthly by the number of items you advertise inside your store and you have a **NEW ADVERTISING MEDIUM . . .** with Space Cost **PAID** and Production Cost **LOW**.

MERCHANDISING SURVEYS SHOW . . .

- 1. Shoppers want merchandise out where they can examine it**
- 2. Shoppers want information without asking for it**
- 3. Shoppers want to see prices so they can make their own buying decisions**

SALES PROMOTION WITHIN YOUR STORE for maximum results . . .

- 1. Display your goods where shoppers can examine them . . .**
- 2. Arrange your merchandise so sales can be made without "breaking display" . . .**
- 3. Use signs that create desire and stimulate action . . .**
- 4. Promote sales of best sellers . . .**
- 5. Let shoppers be free to SHOP**

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

MODEL MR711

7" x 11" capacity

Handles every size lengthwise or crosswise up to 7x11 inches on paper or cardboard.

Length 31½"

Width 24"

Height 26½"

Shipping Weight ... 120 lbs.

Finish: Green Cortex with polished brass

SPECIFICATIONS OF MR711

- 1 Line-O-Scribe Machine
- 7"x11" capacity
- 1 Table Top Rack
- 1 Leatherette Cover
- 1 Card Rack
- 1 Set Lining Bars and Furniture
- 1 Set Wedges
- 1 Deluxe Ink Platen
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers—2 inch
- 1 Justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 1 Font 36 point Figures
- 1 Font 48 point Capitals
- 1 Font 48 point Figures
- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Each 36 point Fractions—½, ¼, %
- 1 Each 72 point Fractions—½, ¼, %
- 2 Lbs. Assorted Spacers
- 50 Sheets Cardboard—5½"x7"
- 50 Sheets Cardboard—7"x11"

A compact and convenient layout for individual and branch stores using signs not larger than 7 x 11 inches. A complete self-contained unit taking little space . . . 24" x 31½"



Operates on a fixed pressure principle which is not changed as long as the same standard cardboard is used. Pressure can be increased or decreased by adding or removing cardboard or paper under the sheet on which the type is set. REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inked rollers. TWO-SIDED signs can be made instantly by turning the card over and slip sheeting the original side. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT lengthwise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc., along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

AB ab 23 AB 23 23 9

36 point Caps Lower Case Figures 48 point Caps Figures 72 point Figures 8 line Figures

THE MORGAN SIGN MACHINE CO.

7" x 11"
capacity

Line-O-Scribe MODEL M711

Length 18"
Width 11"
Height 7"
Shipping Weight ... 80 lbs.
Finish: Green Hammerloid with
polished brass.

Handle any size up to 7" x 11"
lengthwise or crosswise.



Designed especially for the store that wants a small, low priced sign machine.

A compact unit.

Takes only 11" x 18" space when not in use.

Produces signs with two or more colors at once.

Permits every store, regardless of size, to have a method of advertising their merchandise in their windows and inside their store at the point of Customer Contact.

Designed especially for the small store whose merchandise demands the same high quality of sign card advertising as the largest department store. Eye-appealing signs, to

lead your customer's attention to your merchandise display . . . to announce new items, sales values and special events.

Anyone can operate the new Line-O-Scribe without special training and print clear, "visual selling" signs that will create the impulse to want and the decision to buy.

Machine is finished in green hammerloid . . . rails are extruded brass . . . handle and nameplates are brass finished . . . cover is dark green leatherette with gold imprinting.

HERE'S WHAT COMES WITH THIS UNIT:

- | | |
|----------------------------------|--|
| 1 Line-O-Scribe Machine | 5 Pads Sign Requisition Forms |
| 7"x11" capacity | 1 Extra Layout Sheet |
| 1 Type Tray | 1 Font 36 point Capitals |
| 1 Leatherette Machine Cover | 1 Font 36 point Lower Case |
| 1 Set Lining Bars and Furniture | 1 Font 36 point Figures |
| 1 Set Wedges | 1 Font 48 point Capitals |
| 1 Double Ink Platen | 1 Font 72 point Figures |
| 2 Tubes Fast-Dri Ink | 1 Each 36 point Fractions— $\frac{1}{2}$, $\frac{1}{4}$, $\frac{3}{4}$ |
| 2 Composition Ink Rollers—2 inch | 1 Lb. Assorted Spacers |
| 1 Justifier | 50 Sheets Cardboard—5 $\frac{1}{2}$ "x7" |
| 1 Gallon Type & Roller Cleaner | 50 Sheets Cardboard—7"x11" |
| 1 Quart Hand Cleaner | |

AB abc 23
36 point Caps Lower Case Figures

ABC 23
48 point Caps 72 point Figures

THE MORGAN SIGN MACHINE CO.

HORIZONTALLY . . . the Biggest Sign Machine!

Line-O-Scribe... Longfellow

MODEL K1444

**PRINTS ALL SIGNS
up to 14x44 inches**

Clean, clear printing of the biggest signs . . . Adjustable for small ones . . . The answer to big overhead signs, rack cards, window readers, display scrolls . . . Originally made on request for several leading stores . . . Now proven and available for immediate delivery

SPECIFICATIONS

Length	73"	Shipping Wgt.	310 lbs.
Width	18"	Finish: Green Cortex and Satin Chrome	
Height	7"		
1 Line-O-Scribe self-inking machine 14x44 printing capacity		2 1/4 x 3/4 x 12 1/2" Lining Bars Rubber Lined	
2 Tubes Fast-Dri Ink		2 1/2 x 3/4 x 13 1/2" Lining Bars Rubber Lined	
1 3" Composition Ink Roller		10 1/2 x 3/4 x 10" Lining Bars	
1 2" Composition Ink Roller		4 1/4 x 3/4 x 10" Lining Bars	
1 Gal. Type & Roller Cleaner		5 6 pt. x 10" Lining Bars	
1 Qt. Hand Cleaner		5 12 pt. x 10" Lining Bars	
1 1/2 Pt. Justifier		4 2x12 1/2" Wood Spacing Furniture	
1 Double Ink Platen		1 3x10" Wood Spacing Furniture	
1 Wiping Cloth		4 2x10" Wood Spacing Furniture	
1 Ink Plate Cover		2 3x10" (Diag.) Wood Spacing Furniture	
2 Aluminum Lining Bars 1 1/2 x 3/4 x 43"		2 3x12 1/2" (Diag.) Wood Spacing Furniture	
4 Aluminum Lining Bars 3/4 x 3/4 x 43"		2 1/2" Lock Wedges	
6 1/4 x 3/4 x 10" Lining Bars		2 3/4" Lock Wedges	
Rubber Lined			
2 1/2 x 3/4 x 12 1/2" Lining Bars			
Rubber Lined			

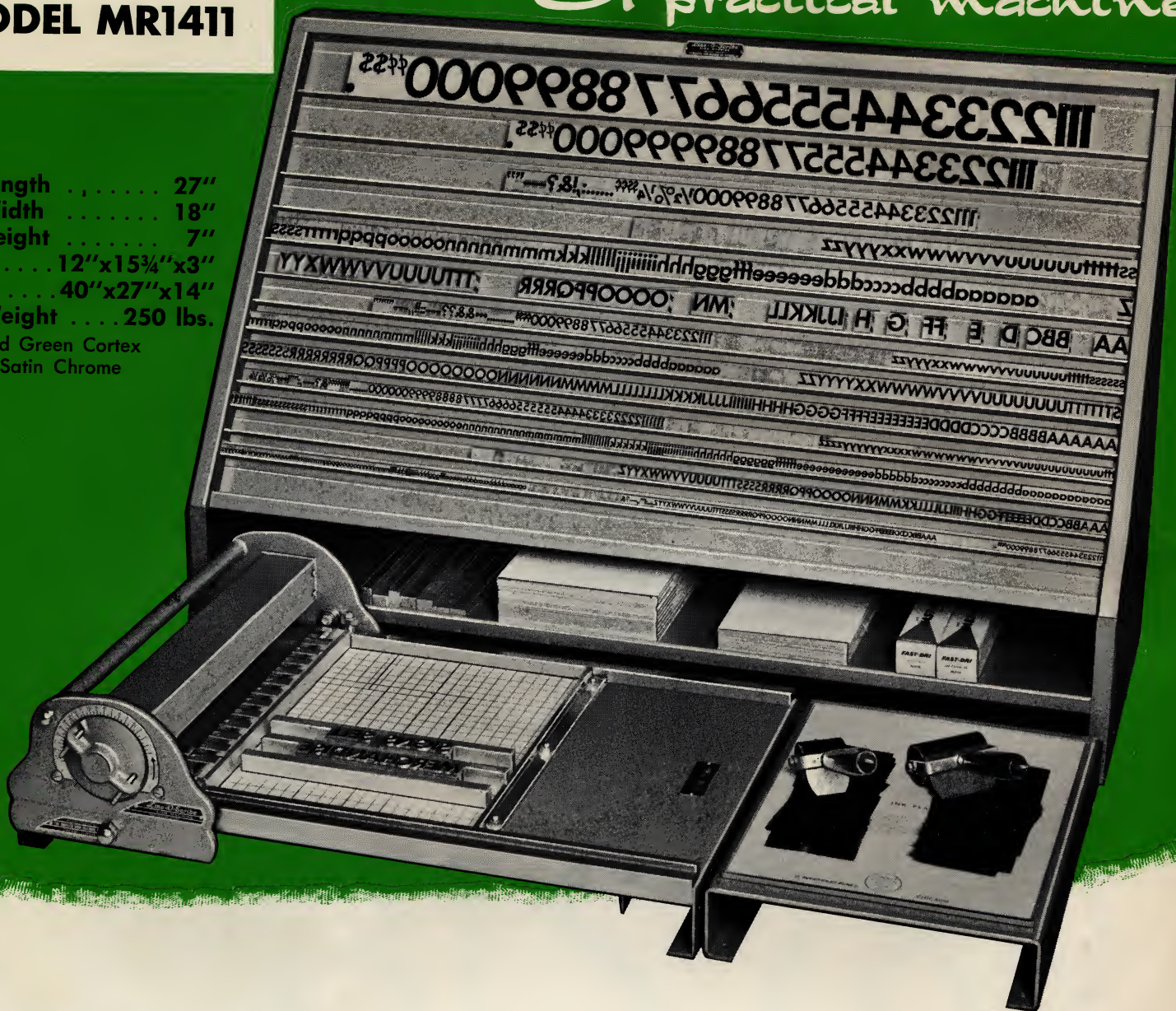


Line-O-Scribe

MODEL MR1411

A practical machine

Machine Length 27"
 Width 18"
 Height 7"
 Ink Plate 12"x15³/₄"x3"
 Rack 40"x27"x14"
 Shipping Weight 250 lbs.
 Finish: Baked Green Cortex
 and Satin Chrome



CHOOSE A STYLE OF TYPE IN KEEPING WITH YOUR

ABCDEFGHIJKLM

24 point Caps

abcdefghijklmn

Lower Case

1234567890

Figures

ABCDEFGFG

36 point Caps.

abcdefg

Lower Case

23456

Figures

THE MORGAN SIGN MACHINE CO.

FOR MERCHANTS WHO WANT 11" x 14" SIGNS FOR WINDOWS AND PROMOTIONS
AS WELL AS 7" x 11" AND SMALLER SIGNS THROUGHOUT THE STORE . . .

REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inking rollers. TWO-SIDED SIGNS can be made instantly by turning the card over and slip sheeting the original side. PRESSURE CONTROL adjusts for any thickness of paper or cardboard by turning the dial. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT length-

wise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc. along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF MR1411

- 1 Line-O-Scribe Machine 14"x11" capacity
- 1 Type rack
- 1 Leatherette machine cover
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Locking Wedges
- 1 Deluxe Ink Platen
- 1 Card Rack
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers
- 1 Justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner

- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case

- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 Lbs. Assorted Spacers for above type

89

8 line Figures

BUSINESS . . . These sizes come with this model

ABC abcd 2345

48 point Caps

Lower Case

Figures

AB abc 23

72 point Caps

Lower Case

Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

MODEL MR1422

For convenience

14" x 22"
Capacity



	Length	Width	Height
Machine	38"	18"	7"
Rack	54"	17"	27½"
Ink Plate	12"	15¾"	3"
Shpg. Wt.	295 lbs.		

Finish: Baked Enamel and Satin Chrome

ABCDEFGHIJKLM

24 point Caps

abcdefghijklmn

Lower Case

1234567890

Figures

ABCDEFGFG

36 point Caps

abcdefghg

Lower Case

23456

Figures

THE MORGAN SIGN MACHINE CO.

and speed in operating . . .

AN IDEAL MODEL FOR EFFICIENT SIGNING IN ONE OR TWO COLORS

Type is carried on a rack above and behind the machine where the operator has quick access to all sizes. Coil-type drying racks are along the top and a leatherette drop cover goes over

the type when not in use. Operators like the ink plate up at machine level. Has all the advantages and the machine itself is the same as M1422.

SPECIFICATIONS OF MR1422

- | | |
|---|--|
| 1 Line-O-Scribe Machine 14"x22" capacity | 1 Font 24 point Capitals |
| 1 Type Rack—4 drawers, with leatherette cover | 1 Font 24 point Lower Case |
| 1 Deluxe Ink Platen | 1 Font 24 point Figures |
| 1 Leatherette Machine Cover | 1 Font 36 point Capitals |
| 1 Set Lining Bars | 2 Fonts 36 point Lower Case |
| 1 Set Spacing Furniture | 2 Fonts 36 point Figures |
| 1 Set Wedges | 2 Fonts 48 point Capitals |
| 2 Tubes Fast-Dri Ink | 1 Font 48 point Lower Case |
| 2 Composition Ink Rollers | 1 Font 48 point Figures |
| 1 Justifier. | 1 Font 72 point Capitals |
| 1 Gallon Type & Roller Cleaner | 1 Font 72 point Lower Case |
| 1 Quart Hand Cleaner | 1 Font 72 point Figures |
| 5 Pads Sign Requisition Forms | 1 Font 8 line Capitals |
| 1 Extra Layout Sheet | 1 Font 8 line Figures |
| | 1 Font 12 line Figures |
| | 4 Lbs. Assorted Spacers for above type |

GUARANTEED against any manufacturing defects.

YOU CAN USE ANY STYLE OF TYPE

HERE ARE THE SIZES FURNISHED WITH THIS MODEL

ABC abcd 2345

48 point Caps

Lower Case

Figures

AB abc 234

72 point Caps

Lower Case

Figures

AB

8 line Caps

89

8 line Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Faster by 35%...Cleaner to Operate..

THE INK IS DISTRIBUTED
IN ONE QUICK

Line-O-Scribe

**SELF-INKING
MODEL MK1411**

**14" x 11"
Capacity**

Length40"
Width31½"
Height59"
Shpg. Wt.480 Lbs.
Finish: Baked Green Cortex
and Satin Chrome

SPECIFICATIONS

- 1 Line-O-Scribe Machine
14"x11" capacity—
self Inking
- 1 Leatherette machine cover
- 1 Type rack with cover
- 1 All Steel Base
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Locking Wedges
- 1 Card Rack
- 2 Tubes Fast-Dri Ink
- 2 XTRON Ink Rollers
- 1 justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case
- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 lbs. Asst. Spacers for above type



THE MORGAN SIGN MACHINE CO.

. Clearer Imprints over hand-inked models.

EVENLY TO ANY SIZE COPY
MOTION OF THE INKING ASSEMBLY.

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be re-printed without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony.

GUARANTEED against any

manufacturing defects.

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

ABCDEFGHIJ abcdefghijklm 1234567

24 point Caps

Lower Case

Figures

89

8 line Figures

ABCDEF abcdef 234

36 point Caps.

Lower Case

Figures

ABC abcd 2345

48 point Caps

Lower Case

Figures

9

12 line Figures

AB abc 23

72 point Caps

Lower Case

Figures

Line-O-Scribe

SELF-INKING
MODEL MK1422C

Users claim 25% to 35%

THE INK IS DISTRIBUTED
IN ONE QUICK

14" x 22"
Capacity

Length 58"
Width 34"
Height 57"
Shpg. Wt. ... 950 lbs.
Finish: Baked Enamel and
Satin Chrome



ABCDEFGHIJKLM
24 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

ABCDEFGH
36 point Caps

abcdefgh
Lower Case

23456
Figures

THE MORGAN SIGN MACHINE CO.

increased production over hand-inked models.

EVENLY TO ANY SIZE COPY

MOTION OF THE INKING ASSEMBLY.

SPECIFICATIONS OF MK1422C

- | | | |
|--|--------------------------------|---|
| 1 Line-O-Scribe Self-Inking Machine
14"x22" capacity | 2 Set Wedges | 3 Fonts 36 point Lower Case |
| 2 Metal type cabinets (14 drawers) | 2 Tubes Fast-Dri Ink | 3 Fonts 36 point Figures |
| 1 Sliding 4-drawer type rack | 2 Composition Ink Rollers | 4 Fonts 48 point Capitals |
| 1 Assembly of table top, card rack,
etc. as illustrated | 1 Justifier | 4 Fonts 48 point Lower Case |
| 1 Leatherette machine cover | 1 Gallon Type & Roller Cleaner | 3 Fonts 48 point Figures |
| 1 Leatherette rack cover | 1 Quart Hand Cleaner | 2 Fonts 72 point Capitals |
| 1 Double Ink Platen | 5 Pads Sign Requisition Forms | 2 Fonts 72 point Lower Case |
| 1 Metal Cover for Ink Platen | 1 Extra Layout Sheet | 3 Fonts 72 point Figures |
| 1 Adjustable Operator's Chair | 2 Fonts 24 point Capitals | 1 Font 8 line Capitals |
| 1 Set Lining Bars | 2 Fonts 24 point Lower Case | 1 Font 8 line Figures |
| 1 Set Spacing Furniture | 2 Fonts 24 point Figures | 1 Font 12 line Figures |
| | 3 Fonts 36 point Capitals | 6 Lbs. Assorted Spacers for above
type |

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be re-printed without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony. Work areas illuminated by 40-watt fluorescent light. GUARANTEED against any manufacturing defects.

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

ABCDEFGH abcdef 23456
48 point Caps Lower Case Figures

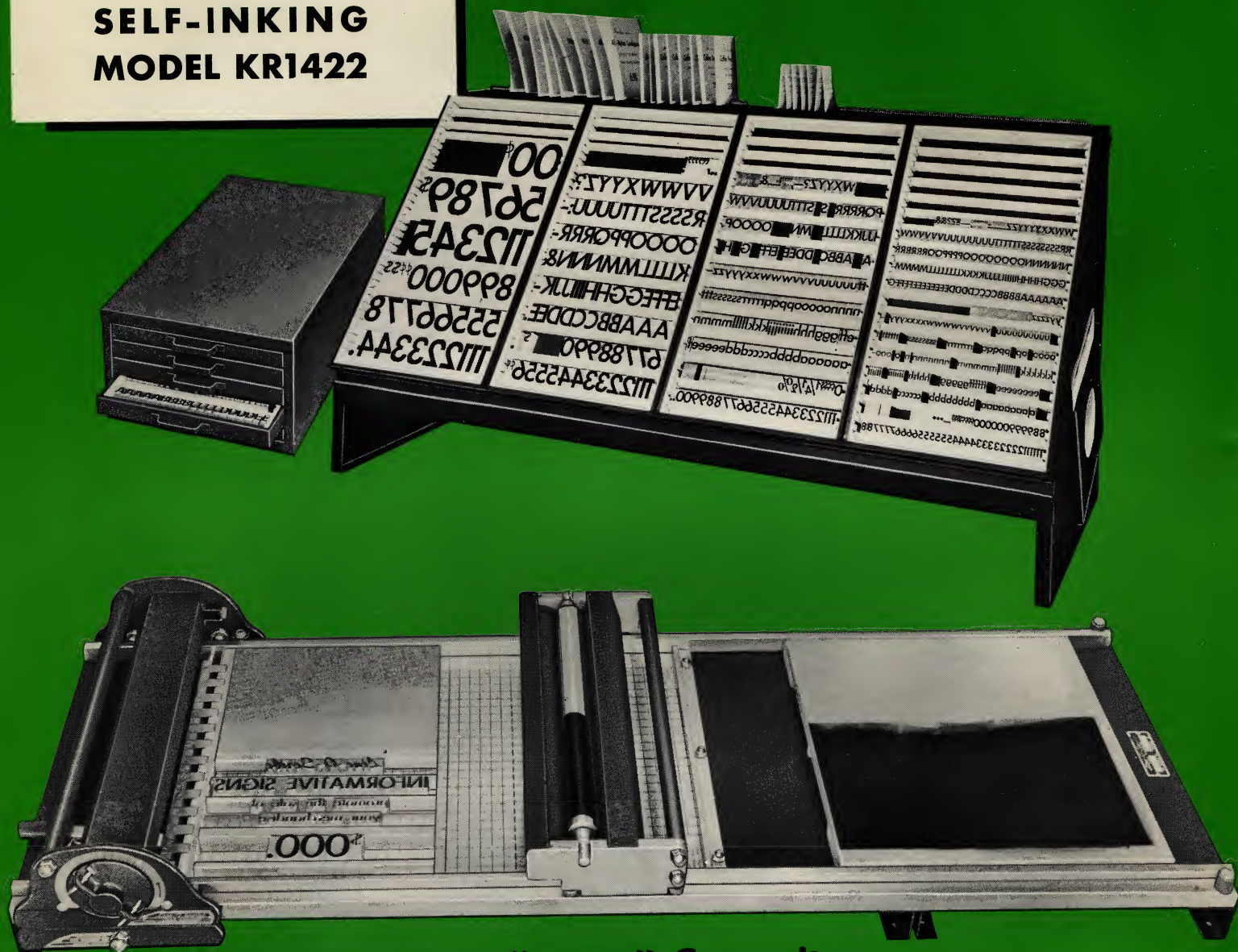
ABCD abcd 2345
72 point Caps Lower Case Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

**SELF-INKING
MODEL KR1422**

For those who want a



14" x 22" Capacity

ABCDEFGHIJKLM

24 point Caps

abcdefghijklm

Lower Case

23456789

Figures

ABCDEF

48 point Caps

abcdef

Lower Case

23456

Figures

THE MORGAN SIGN MACHINE CO.

self-inking model at minimum cost

Machine Length 51"
Width 18"
Height 7"

Each Cabinet . . . 23"x15½"x9"
Rack 54"x17"x27½"

Complete Shpg. Wt. . . 445 lbs.
Finish: Baked Enamel and Satin Chrome

SPECIFICATIONS OF KR1422

- | | | |
|---|--------------------------------|---|
| 1 Line-O-Scribe Self-Inking Machine
14"x22" capacity | 1 Justifier | 2 Fonts 48 point Capitals |
| 1 Type Rack (4 drawers, with
leatherette cover) | 1 Gallon Type & Roller Cleaner | 2 Fonts 48 point Lower Case |
| 1 Metal Type Cabinet (5 drawers) | 1 Quart Hand Cleaner | 2 Fonts 48 point Figures |
| 1 Leatherette machine cover | 5 Pads Sign Requisition Forms | 1 Font 72 point Capitals |
| 1 Double Ink Platen | 1 Extra Layout Sheet | 1 Font 72 point Lower Case |
| 1 Set Lining Bars | 1 Font 24 point Capitals | 2 Fonts 72 point Figures |
| 1 Set Spacing Furniture | 1 Font 24 point Lower Case | 1 Font 8 line Capitals |
| 1 Set Locking Wedges | 1 Font 24 point Figures | 1 Font 8 line Figures |
| 2 Tubes Fast-Dri Ink | 2 Fonts 36 point Capitals | 1 Font 12 line Figures |
| 2 Composition Ink Rollers | 2 Fonts 36 point Lower Case | 4 Lbs. Assorted Spacers for above
type |
| | 2 Fonts 36 point Figures | |

COMBINES all the Line-O-Scribe exclusive features. DIAL PRESSURE CONTROL adjusting for any thickness of paper or cardboard by a turn of the dial. MECHANICAL INKING transferring the ink to any size copy in one pass of the multiple ink rollers. REREGISTRATION when the need arises. TWO-SIDED SIGNS that are done instantly by turning the card over and slip sheeting original side. CHOICE OF LAYOUT from center spacing and transitional balance to angles and curves. CORRECT SPACING for all letters, both wide and narrow letters are engineered to take the proper amount of space. REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. TWO COLORS can be produced by striping the ink plate or by using hand inking rollers. RUGGED CONSTRUCTION gives many years of service. GUARANTEED against manufacturing defects.

A9

8 line Caps

Figures

SIZES OF LETTERS AND FIGURES LISTED. CHOICE OF STYLES AVAILABLE.

ABCD abcde 23456

36 point Caps

Lower Case

Figures

AB abc 234

72 point Caps

Lower Case

Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Has many operating advantages for
SINGLE SIGNS, ANNOUNCEMENTS,

Line-O-Scribe

**SELF INKING
MODEL M2228**

**22" x 28"
capacity**

Length 83"
Width 38"
Height 46"
Shipping Weight 870 lbs.
Finish: Baked Enamel and Cadmium



Users claim 25% to 35% increased production over hand inked machines. Reproduces cuts, linoleum blocks or slugs along with Line-O-Scribe type in any size from 10 inch bold down to 8 point.

THE MORGAN SIGN MACHINE CO.

storewide promotion WINDOW READER SIGNS, SHORT RUNS AND OTHER REPRODUCTIONS

OPERATES EASILY even on large copy of bold type. A turn of the wheel moves the pressure rollers along a geared track. LEVER PRESSURE CONTROL adjusts for thin paper or thick cardboard by simple adjustment of the lever. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes.

ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type

arrangement. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., can be run along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. Three composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, and self-contained ball bearings. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF M2228

- | | | |
|---|-----------------------------------|--------------------------|
| 1 Self-Inking Line-O-Scribe Machine
22"x28" capacity | 1 Composition distributing roller | 2 Tubes Fast-Dri Ink |
| 1 Mechanical inking assembly | 1 Set Lining Bars | 1 Can Fast-Dri Justifier |
| 1 Vibrating distributing roller | 1 3" Composition Roller | 1 Gallon Type Cleaner |
| 1 Metal distributing roller | 1 2" Composition Roller | 1 Quart Hand Cleaner |

Type, cabinets, racks and other supplies for this machine are sold separately since requirements vary so much. Selections should be made from listings on other pages of this catalog.

Has VARIED USES by retailers, distributors, commercial shops, schools and manufacturers. For SIGNS one of a kind, one-sided or two-sided • DUPLICATIONS up to 100 or more VISUAL TRAINING materials • SALES PORTFOLIOS • PROOFING • PREPARING MASTERS for offset duplication • SHORT RUN production up to 100 or more.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SAMPLE SCROLL SUGGESTIONS

Smartly tailored

Luxurious Unfinished Worsteds

Single breasted
with custom details... \$85.

Figure fitted

Swimmable Bathing Suits

cling to you, in the water
or on the beach... \$12.95

Smartly tailored

Unfinished Worsteds

Single breasted
with custom details... \$85.

Cottons... so
cute and curvy

Washable Puff-Sleeve Pastels

Elasticized to curve your
figure - skirt whirling out
wide. Sizes 12 to 20... \$19.95

You'll be in the
spotlight with these styles

From the old South

bare shouldered bodice
with waltz-full skirt of
antique silk and rayon

New choice
of slender women

Scarf Collar with Firm Boater

Very romantic, newest
thing to happen to a suit

When you want
that well dressed feeling.

Fashion Hunter's Suits

cotton, rayon, and silk
a blend with the look
of heavy silk... \$85.00

THE MORGAN SIGN MACHINE CO.

SAMPLE SIGN SUGGESTIONS

Line-O-Scribe

SPECIAL

Electric ALARM CLOCK

self-starting model
pleasant chime alarm

\$9⁹⁵

Serviceable always
POPLIN JACKETS
rain repellent
zipper front
8.25

For a gift . . . or for yourself
Sterling Identification Bracelet
has large engraving plate
comes in gift box
10.95

UNIVERSITY of ILLINOIS

ILLINI UNION

presents

FRED WARING

and Company

Jan. 25, 8:00 p.m.

Auditorium

TICKETS AVAILABLE

ni Union - Main Desk

Famous for long wear!

**WORSTED
Sharkskin Suits**

single or double breasted
100% virgin wool

59.95

SPECIAL SALE

**FACIAL
TISSUES**

300 sheets
assorted colors

19¢

This season's smartest
tailored at Fashion Park

Striped Flannels

grays and blues
with custom details

\$89

78 piece set . . .
Imported English China Dinnerware
service for twelve
graceful spray pattern

69.50

Famous Make
PORTABLE RADIO

built-in antenna
plastic cabinet

39.95

You always Save at
JONES BROS.

OUR PRICE
\$5⁹⁵

Smartly styled no-iron
SEERSUCKER CASUAL ROBES
styled for ease and comfort
the coolest of fabrics

8.98

THE MORGAN SIGN MACHINE CO.

TO HELP YOUR PEOPLE . . FOLLOW THIS SYSTEM!

This Chart is Supplied with Every *Line-O-Scribe*

Wall Chart is 28"x44" . . . shows signs in actual sizes . . . 14"x22", 11"x14", 7"x11", 5 1/2"x7", 3 1/2"x5 1/2", 2 3/4"x3 1/2" and smaller.



SIGN COPY and LAYOUT GUIDE

100% virgin wool

39¢ 23.95

The gift of a lifetime
Wrist Watch

10k rolled gold plate
seven jewels black cord

34.95

NEW SHARKSKIN SUITS

• 100 virgin wool yarn
• this season's best buy

59.95

Extra Value!

All Wool

GABARDINES

year around weight
exceptionally well tailored
have that silky sheen

\$59⁵⁰

GIFT SUGGESTIONS

all wool SWEATERS

soft virgin yarns
Cardigans and Pullovers

15.95

SHOP EARLY

CHILDREN'S CORDUROY SLACKS

4.95

SALE TROPICAL WORSTED

39⁵⁰

SPECIAL PURCHASE

China TABLE LAMPS

• solid brass mountings
• washable plastic shade

\$19⁵⁰

SIGN REQUISITION FORMS FE51 with Copy Control

Standardization of signs can only be accomplished where the copy is controlled. Even trained sign copy writers find these forms indispensable for guiding them on "What to Say" and "How Much to Say." For your convenience they are padded in 100's and packaged in 1,000's . . . a copyright of THE MORGAN SIGN MACHINE CO.

SIGN REQUISITION with Copy-Control		Date	No.
QUANTITY			
Two Sides			
One Side			
Upright			
Landscape			
3 1/2 x 5 1/2			
5 1/2 x 7			
7 x 11			
11 x 14			
14 x 22			
22 x 28			
Dept.			
Ordered By			
Cardboard Color			
Ink Color			
REQUISITIONS should be given 48 hours in advance			
WRITE PLAINLY CHECK SPELLING			
<p>1. LEAD LINE - GIVE BENEFIT - CREATE DESIRE - GET ATTENTION</p> <p>2. HEADLINE - BRAND NAME AND/OR DESCRIPTIVE NAME OF ITEM</p> <p>3. DESCRIPTIVE INFORMATION - SELLING POINTS</p> <p>4. PRICE</p>		<p>Copyright 1948 by THE MORGAN SIGN MACHINE CO. CHICAGO, ILL.</p> <p>Contact Advertising</p> <p>POINTS ON WRITING SIGN COPY - HANDWRITING THAT FILLS THE ABOVE RECTANGLES IS AVERAGE COPY. Telegraphic copy that reads fast has been found to do the maximum selling at the point of customer contact. The message must be clear and concise. Surveys have shown that shoppers want information such as - Make's name - Brand name - Range of sizes - Points not obvious, such as - 75% wool, Rayon and cotton, Preshrunk, Fast colors - Guaranteed - etc. Research shows that a lead line, that creates desire to own, increases sales up to 24%.</p> <p>A COMPLETE SIGN GIVES -</p> <p>(1) A reason for buying or suggested use.</p> <p>(2) Gives brand name and/or descriptive name of item.</p> <p>(3) Gives most important features of the item.</p> <p>(4) Gives the price - include unit of measure or quantity, if not obvious - gal. pair, dozen, etc.</p> <p>TYPE SIZE TO USE -</p> <p>Figures same size or larger, up to twice size of headline; headline 1/2 to 3/4 size of headline; descriptive information 1/2 size of headline.</p> <p>Form No. FE51 - 100 in a Pad - These forms can be ordered from THE MORGAN SIGN MACHINE CO., 4510 N. Ravenswood Ave., Chicago 40, Ill. Copyright 1948</p>	



UNBELIEVABLE RESULTS of Merchandise Survey!

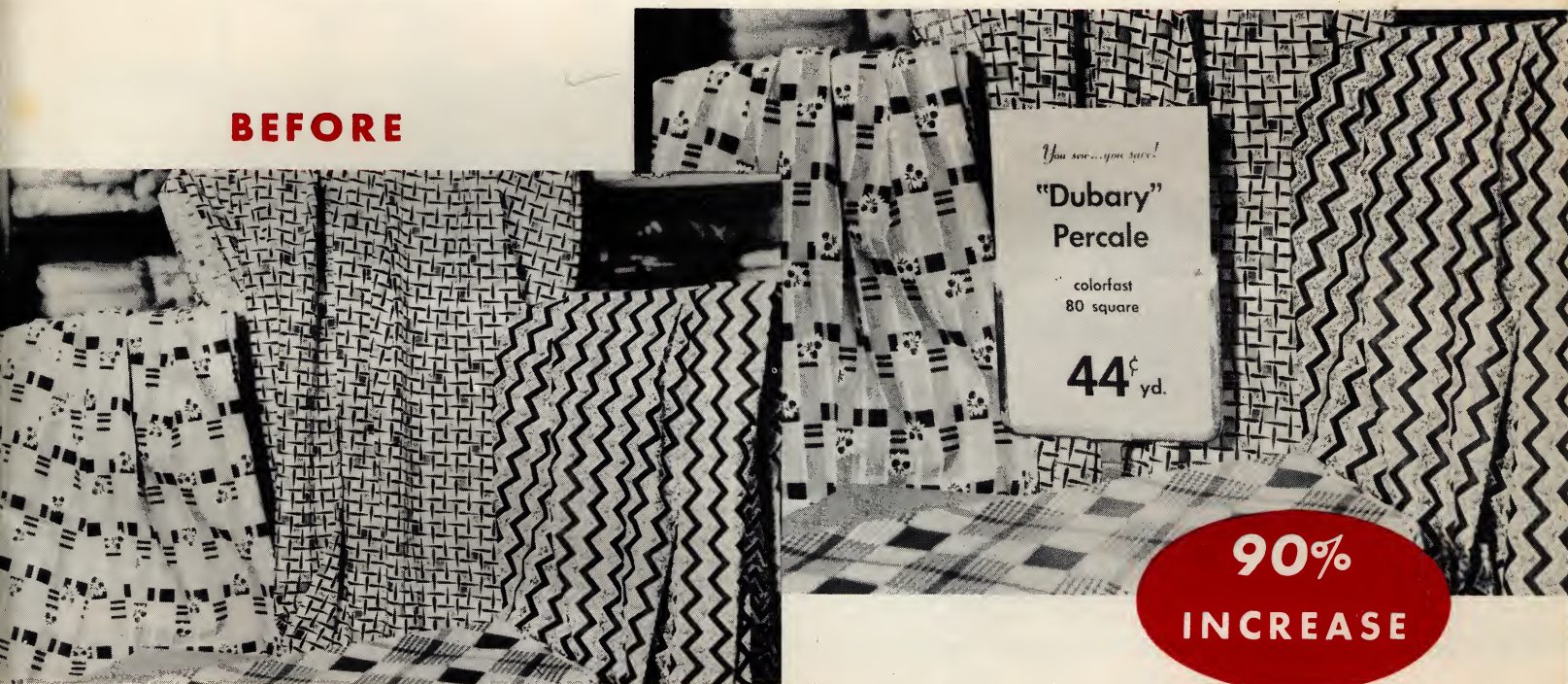
* STORE NAME WILL BE
FURNISHED ON REQUEST

The following comparative tests were run in a suburban town 25 miles from the largest shopping center in the Middle West. Sales were checked for two weeks without signs and for two weeks

with signs. It is indeed amazing that the following percentage gains were obtained. "Contact Advertising" signs produced on the Line-O-Scribe created these impulse sales.

AFTER

BEFORE



The copy read . . . You Sew . . . You Save!

"Dubarry" Percal

Colorfast — 80 square

.44 yd.

MORE PROOF ON NEXT PAGE

THE MORGAN SIGN MACHINE CO.

BEFORE



AFTER



The copy read . . .

You'll be happy with these

NEW PURSE STYLES

durable plastic
large selection

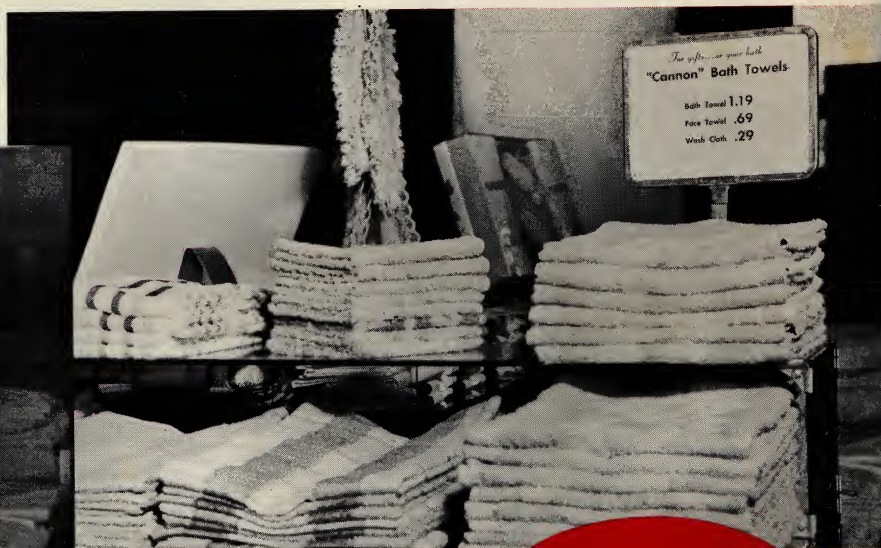
2.98

**350%
INCREASE**

BEFORE



AFTER



The copy read . . . For gifts . . . or your bath

"Cannon" Bath Towels

Bath Towel **1.19**

Face Towel **.69**

Wash Cloth **.29**

**1500%
INCREASE**

THE MORGAN SIGN MACHINE CO.

CARDBOARD

HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

6 PLY COATED TWO SIDES



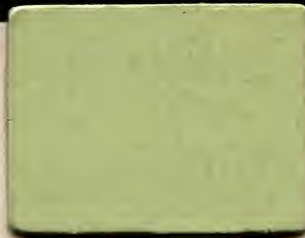
No. 61

WHITE



No. 62

BUFF



No. 63

GREEN



No. 68

YELLOW



No. 50

GRAY



No. 70

BLACK

14 PLY V-NEER COATED ONE SIDE



V21

WHITE



V30

WALNUT



V23

GREEN



V25

BUFF

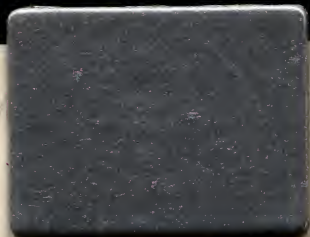
HIGHEST QUALITY
CLAY COATED
CARDBOARD



V27

BROWN

14 PLY COATED ONE SIDE



No. 620

SILVER



No. 621

GOLD



No. 640

YELLOW

The **MORGAN** Co.
SIGN MACHINE

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

Line-O-Scribe

READY CUT CARDBOARD

PACKED IN 100's Stores of all sizes have found it to their advantage to order their cardboard in ready cut sizes, wrapped in 100's. This saves time and prevents waste. You will have no more large, soiled sheets and irregularly cut waste . . . Saves space, too . . . Simply stack the compact packages on a shelf and open one as needed.

Standard sizes, or we will cut to your specifications.
 $3\frac{1}{2} \times 5\frac{1}{2}$. . . $5\frac{1}{2} \times 7$. . . 7×11 . . . 11×14 . . . 14×22 . . . 22×28

6 PLY COATED TWO SIDES A high-quality, clay coated stiff board. Available in the following colors:

No. 61, White . . . No. 62, Buff . . . No. 63, Green . . .

No. 50, Grey . . . No. 68, Yellow . . . No. 70, Black . . . Specify size and color wanted.

WOOD GRAIN CARDBOARD Natural finish. A 14-ply stock finished on one side, does not soil easily, always seasonable.

No. V20, Yellow . . . No. V21, White . . . No. V23, Green . . . No. V25, Buff . . . No. V27, Brown . . . Specify size and color wanted.

14 PLY POSTER CARDBOARD Coated one side. A rigid cardboard for large signs and quality display cards.

See pages 23 and 25 for colors and numbers.



THE MORGAN SIGN MACHINE CO.

CARDBOARD

HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

14 PLY COATED ONE SIDE



No. 600

WHITE



No. 605

BUFF



No. 660

YELLOW



No. 641

ORANGE



No. 666

SCARLET RED



No. 652

BEAVER BROWN



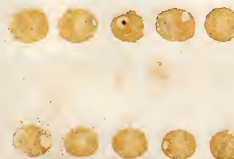
No. 657

MAROON



No. 643

GREEN



No. 649

BOTTLE GREEN



No. 606

LIGHT BLUE



No. 647

DARK BLUE



No. 604

SHELLROSE PINK



No. 650

GRAY



No. 651

NEUTRAL GRAY



No. 648

BLACK

The **MORGAN** Co.
SIGN MACHINE

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

IMPRINTED CARDS top quality cardboard, 6-ply coated 2 sides . . . PRINTED ON ONE SIDE

FOR SALES EVENTS



T54 7"x11"



T57 7"x11"



T60 5 1/2"x7"



T63
2 3/4"x3 1/2"

FOR PROMOTIONAL ITEMS



T61
2 3/4"x3 1/2"



T58 5 1/2"x7"



T55 7"x11"



T52 7"x11"

FOR FAST SIGNING



T53 7"x11"



T56 7"x11"



T59 5 1/2"x7"

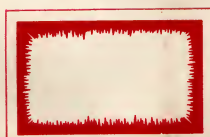


T62
2 3/4"x3 1/2"

FOR SPECIAL SELLING



T67
2 3/4"x3 1/2"



T66 3 1/2"x5 1/2"



T65 5 1/2"x7"



T64 7"x11"

THE MORGAN SIGN MACHINE CO.

SIMPLIFIED SIGNING

Line-O-Scribe

Set up a standard of sign layout both as to number of lines of copy and size of signs to be used.



ADOPT A COPY CONTROL REQUISITION FORM

Hold this area for price

For sales and special events, strips are printed for price changes and attention-getters. Same card stock or color can be used. Ink can be used in same or varied color.

SALE PRICE 49.95

TOPPERS and PRICE STRIPS

- quickly change from regular selling to sales events
- permit complete copy to be used always at Low Cost
- saves cardboard
- saves labor

Inserts are printed and positioned in bottom of sign holder

REMOVE TOPPERS and INSERTS TO RETURN TO REGULAR SELLING

As Advertised



BLANK TOPPERS



No. T50 for signs 11" wide



No. T51 for signs 7" wide

You print "THE NAME OF THE SALE" on the Line-O-Scribe. No waste . . . Low cost . . . You are always equipped for special events.

Available

Plain white or any 6 ply color, no border, same price in 1000 lots.

SPECIAL

Toppers Imprinted using any display type, any color. Write for prices.

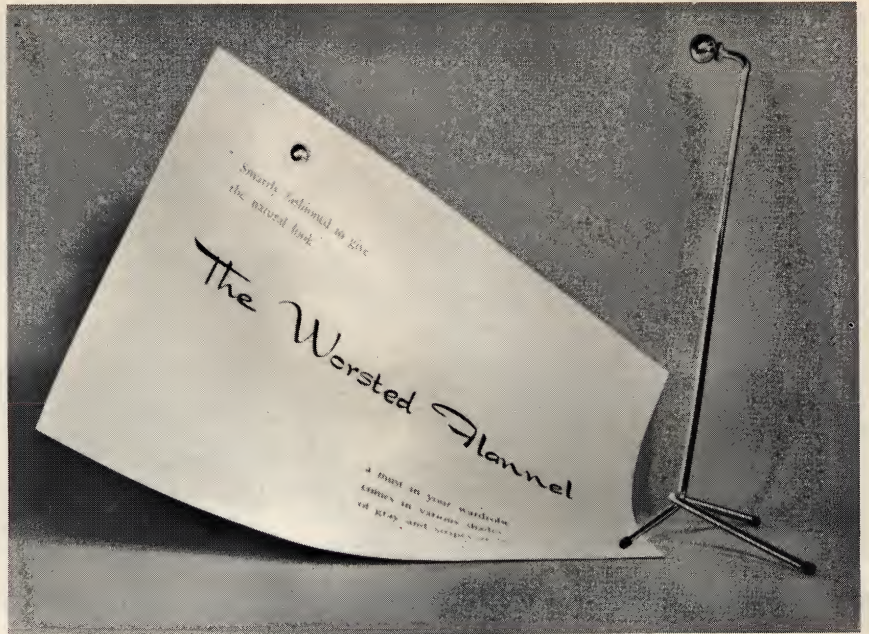


THE MORGAN SIGN MACHINE CO.



All Brass Sign Holders

The easel-type sign holder in all brass is very popular. Flexible, too, in that the card may be positioned on the easel or down on the knobs, and varying sizes of cards can be used on any easel.

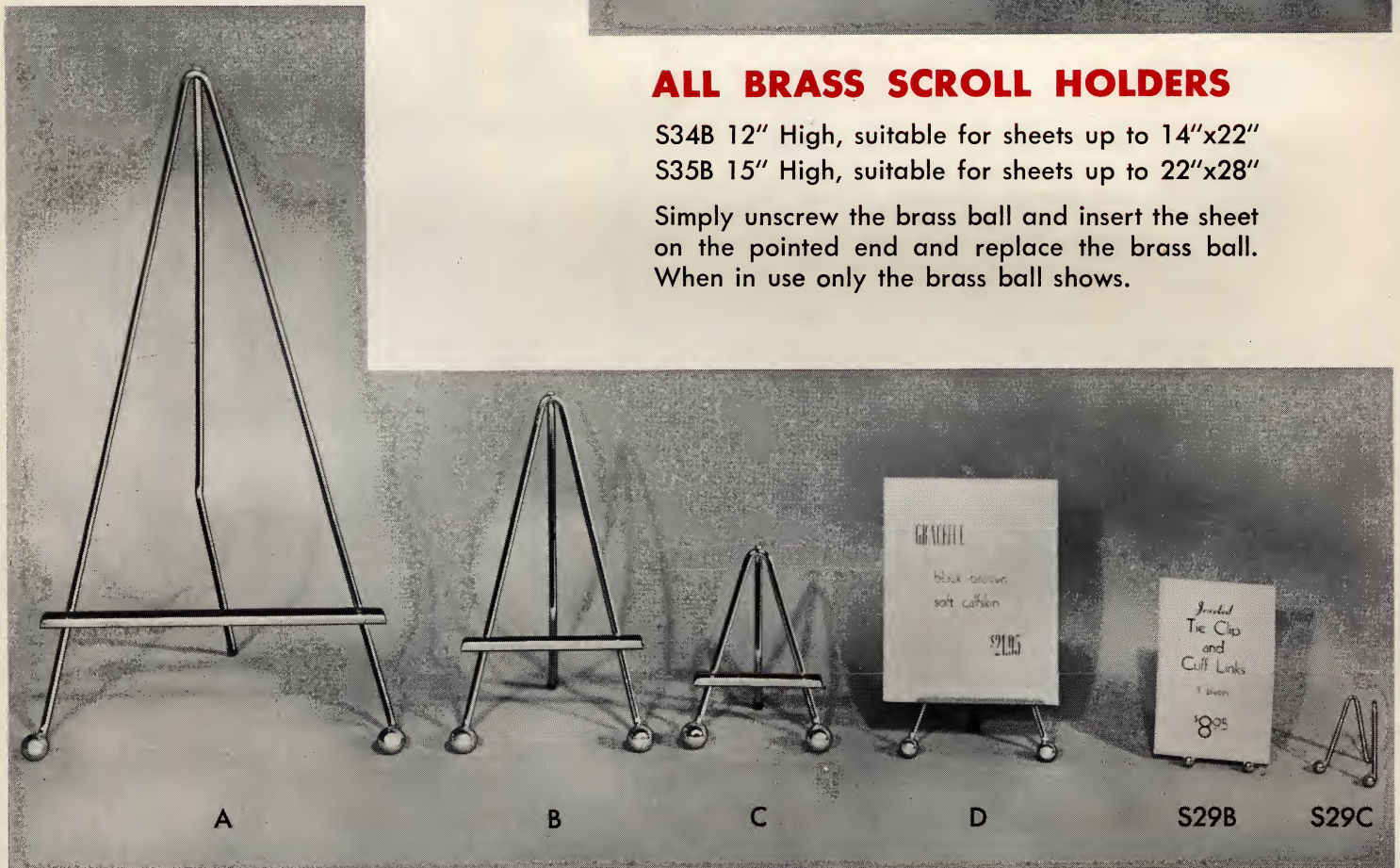


ALL BRASS SCROLL HOLDERS

S34B 12" High, suitable for sheets up to 14"x22"

S35B 15" High, suitable for sheets up to 22"x28"

Simply unscrew the brass ball and insert the sheet on the pointed end and replace the brass ball. When in use only the brass ball shows.



ALL BRASS METAL SIGN EASELS

A... S33B 22" High . . . for signs 14"x22"

B... S32B 11" High . . . for signs 7"x11"

C... S31B 6" High . . . for signs 5½"x7"

D... S30B 6" High Light Weight . . .
for signs 5½"x7"

BALL TICKET HOLDERS

Brass ticket holders for small cards 3½"x5½"
or 2¾"x3½"

S29B... 2¼" High... All Brass Finish

S29C... 2¼" High... Polished Chrome

THE MORGAN SIGN MACHINE CO.

SIGN HOLDERS

Line-O-Scribe

Top quality metal sign holders
Chrome finished, one piece channel frame, smooth
rounded corners, choice of 2 stem heights, specify which
is wanted.

VERTICAL SIGN HOLDERS . . . flat bases

V 2¾" x 3½" stem 4" or 6" V 7" x 11" stem 8" or 10"
V 3½" x 5½" stem 4" or 6" V 11" x 14" stem 10" or 12"
V 5½" x 7" stem 6" or 8"

HORIZONTAL SIGN HOLDERS . . . flat bases

H 2¾" x 3½" stem 4" or 6" H 7" x 11" stem 8" or 10"
H 3½" x 5½" stem 4" or 6" H 11" x 14" stem 10" x 12"
H 5½" x 7" stem 6" or 8"



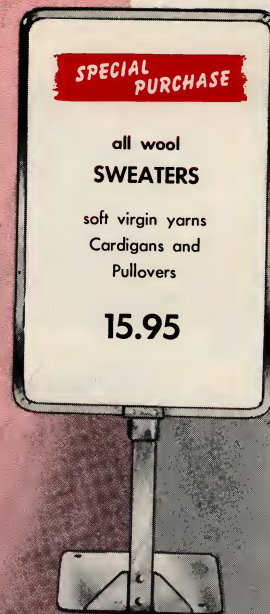
HORIZONTAL
3½ x 5½



HORIZONTAL
5½ x 7



HORIZONTAL
7 x 11



VERTICAL
7x11

ROUND CAST BASE SIGN HOLDERS adjustable stems



HORIZONTAL

HA 3½" x 5½" } stems
HA 5½" x 7" } 6" to 12"
HA 7" x 11" } or "
HA 11" x 14" } 12" to 24"

VERTICAL

VA 3½" x 5½" } stems
VA 5½" x 7" } 6" to 12"
VA 7" x 11" } or
VA 11" x 14" } 12" to 24"

STATIONARY STEMS

HORIZONTAL

HS 3½" x 5½" stem 8"
HS 5½" x 7" stem 10"
HS 7" x 11" stem 12"
HS 11" x 14" stem 15"

VERTICAL

VS 3½" x 5½" stem 8"
VS 5½" x 7" stem 10"
VS 7" x 11" stem 12"
VS 11" x 14" stem 15"

HEADINGS FOR SALES EVENTS



No. BR532



No. BR533



No. BR534



No. B94X



No. BR524



No. BR525



No. BR526

ALL CUTS SAME SIZE AS SHOWN

REDUCED

BR545

SAVE NOW

BR546

FATHERS' DAY

BR547

**GIFT
SUGGESTIONS**

BR548

**BUY NOW . . . USE OUR
LAY-AWAY PLAN**

BR549

**ANNIVERSARY
SALE**

BR550

T H E M O R G A N S I G N M A C H I N E C O .

CHRISTMAS CUTS . . .



No. BR535



No. BR536



No. BR537



No. BR538



No. BR539



No BR531

SELL MORE MERCHANDISE!

● All cuts same
size as shown



No. BR540



No. BR541



No. BR542



No. BR543



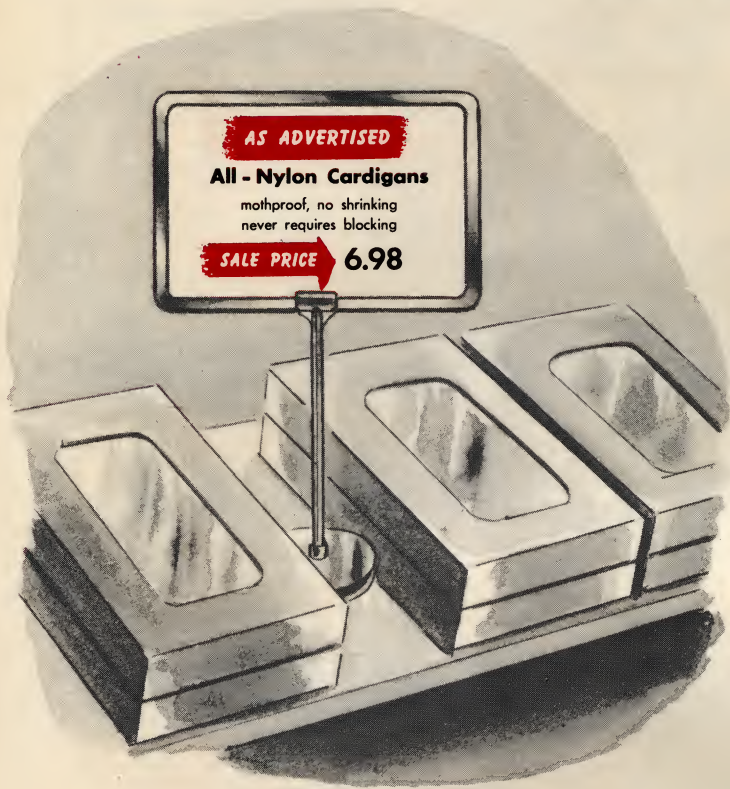
No. BR544



No. BR530

Line-O-Scribe

CUTS ATTRACT ATTENTION .



AS ADVERTISED
All - Nylon Cardigans
 mothproof, no shrinking
 never requires blocking
SALE PRICE 6.98

SALE PRICE

No. B88

AS ADVERT

No. B90

SPECI

No. B99

NEW

No. B95

SAL

No. B94

Announce new merchandise, stimulate impulse sales and close out slow items with these attention-getting cuts. To have the full set on hand is to be prepared for promoting additional sales.

Complete set of 12 cuts, No. B88-99...

SALE

No. B91

REDUCED TO

No. B89

THE MORGAN SIGN MACHINE CO.

... SELL EXTRA MERCHANDISE

RE

**SPECIAL
PURCHASE**

No. B93

ISED

AS ADVERTISED

No. B96

IAL

E. O. M. SPECIAL

No. B92

N

CLEARANCE

No. B98

E

CLOSE OUT

No. B97

IMPRINT OF SALES PROMOTION CUTS



BR559



BR562

BR555

THE MORGAN SIGN MACHINE CO.

PROMOTIONAL CUTS

Line-O-Scribe



BR560



BR561

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

**ALL CUTS
SAME SIZE AS SHOWN**

DOWN

BR552

MONTHLY

BR551

**ANNIVERSARY
SALE**

BR556

OUR PRICE

BR557

WAS

BR553

NOW

BR554

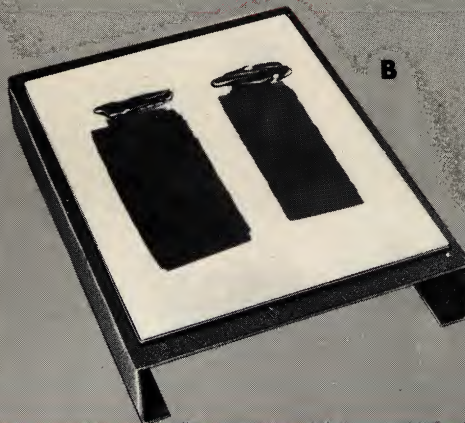
SALE PRICE

BR558

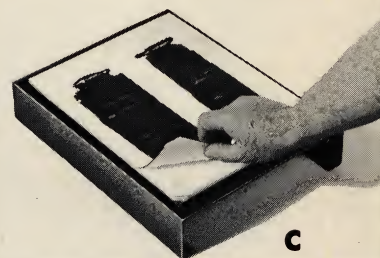
THE MORGAN SIGN MACHINE CO.

RACKS AND CABINETS FOR METAL AND WOOD TYPE

Line-O-Scribe



**TEAR-OFF DISPOSABLE
PAPER INK PLATEN**



D51



D52

The cabinets and type racks are made of heavy sheet steel, spot welded at all joints and finished with a baked-on black wrinkle. Each type drawer comes with wood sections with 12 adjustable cross pieces, thus making them usable for any size of type. If more than 12 crosses are needed, they may be ordered separately.

TYPE RACKS (A)

D50 All steel construction. Over-all size 54" long, 17" wide, 27½" high. Black wrinkle finish, leatherette drop cover comes over the type when not in use, spring type card-holding rack. Speeds up operation by having the type in working position. You may want to use this rack with draws from your present type cabinets. We therefore price it both ways. (type not included)

D50 without type trays.....
D50X with four type trays.....

DELUXE INK PLATE (B)

Heavy glass top (3/16") ink plate, 11x14 inches, on formed steel base that holds the inking surface at machine level. Black wrinkle finish. Glass is removable for cleaning. Use for one, two or more colors.

No. 516.....

CABINET NO. D51

Size 22¾" long, 15½" wide, 9" high
4 Draws — 3 for type, 1¼" high
1 for supplies, 2¾" high (top draw)

CABINET NO. D51X

Size 22¾" long, 15½" wide, 9" high
5 draws — 1¼" high, all for type

C - TEAR-OFF PAPER PLATEN

Made of a paper that the ink does not penetrate. Saves a great deal of time and muss on clean-ups. Simply tear off the top sheet and throw it away. Pad fits in No. 516 Deluxe Ink Plate.

No. F53 100 sheets per pad, 11x14"

CABINET NO. D52

Size 22¾" long, 15½" wide, 28" high
14 draws—12 for type 1¼" deep
2 for supplies — top draw 2¾" deep
Bottom draw 4½" deep

CABINET DRAW NO. D53

Size 21½" long, 13½" wide,
1¼" high

Has handle and fits above cabinets

CABINET DRAW NO. D54

Size 21½" long, 13½" wide,
1¼" high

Does not have handle

TYPE TRAY NO. M 711

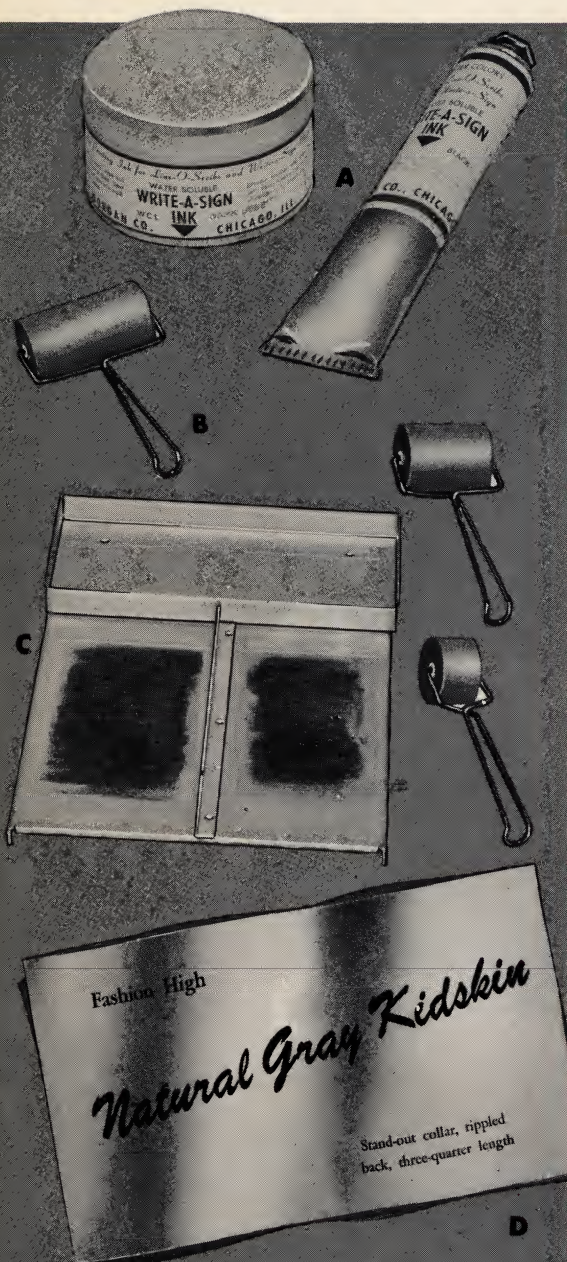
Size 17⅝" long, 9⅝" wide

WOOD TYPE DIVIDERS NO. D55

Wood type dividers for above draws
or cabinets

Line-O-Scribe

WATER COLORS ACCESSORIES, PAPERS



WATER COLOR INKS (A) These inks are available in all the colors shown on the front cover. Any special shades can be mixed to your order on request. Water color inks clean with water and can be thinned with water. The rollers and ink platen need not be cleaned after each day's use. However, the ink should be wiped off metal and wood type after using; otherwise, it would cause the metal type to pit and it will affect the special finish on the wood type.

It is recommended that you keep a variety of colors on hand, which will permit you to keep your signs seasonable and harmonizing with your displays. The standard colors available are:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Black and White.

WC1, ¼ lb. Tubes . . . WC2, ½ lb. Cans . . . WC3, 1 lb. Cans. Specify color and which size is wanted.

RUBBER ROLLERS (B) The rubber rollers are for applying water color inks only. They do not work well with the Fast-Dri Inks. These rollers have a formed, heavy wire handle, and the roller is 1½ inches in diameter and comes in four sizes:

No. 1, ¾ inch wide . . . No. 2, 2 inches wide . . . No. 3, 3 inches wide . . . No. 6, 6 inches wide (Wood handle) . . .

INK PLATENS (C) Made of formed metal, the single ink platen is 5½x8 inches. The double platen is 8¼x12¾ inches over-all with a compartment for the ink, and the inking surfaces are 8¼x4 inches each.

No. 20, Single (not illustrated) . . . No. 21, Double . . .

PAPER SCROLL SHEETS (D) Here is a good textured paper sheet for printing window signs or signs to be used in showcases. It comes in the following colors:

No. S51, White . . . No. S52, Grey . . . No. S53, Yellow . . . No. S54, Light Blue . . . No. S55, Light Green. Standard sizes are: 20x26 inches and 13x20 inches . . . Specify size and color wanted.

STANDARD EASELS Die cut from long fiber chip board. The size easel recommended is approximately three-quarters the height of the sign which it is to hold.

Single Wing, No. S21, 4 inches high . . . No. S22, 10 inches high . . . No. S23 18 inches high . . .

BORDERED WINDOW BANNERS Heavy white paper with red or blue borders.

E [No. 822 8x22 inches No. 1122 11x22 inches
No. 1117 11x17 inches No. 1422 14x22 inches]

F [No. B10 10½x10½ inches
No. B141 14x14 inches]

G [No. S1111 11x11 inches
No. S1414 14x14 inches]

THE MORGAN SIGN MACHINE CO.

FAST-DRI INKS, COMPOSITION ROLLERS, CLEANERS, ETC.

Line-O-Scribe

FAST-DRI INKS (A) Standard colors are shown on the front cover. Special shades mixed to your order. Dries quickly and permanently when printed. Can be left on rollers and ink plate or type without hardening.

Fast-Dri Line-O-Scribe Ink has a good covering quality and produces clean-cut printing. Gives excellent reproductions on all clay coated and enamel stock . . . Will not skin . . . No waste . . . Dries in a few minutes . . . permanently . . . Does not set on rollers, ink plate or type . . . Cleans readily, even if left on for days, with F60 Cleaner . . . Must be applied with composition rollers.

Colors available:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Silver, Gold, Copper, Black and White.
F55, ¼ lb. Metal Tubes . . . F65, ½ lb. Plastic Tubes . . . F56, 1 lb. Cans

TYPE AND ROLLER CLEANER (B) Especially compounded for use with Fast-Dri Ink. A few drops quickly loosens Fast-Dri Ink when left on the ink plate or rollers overnight or longer. Does not leave an oil finish on rollers or ink plate.

F60, 1 gal. Cans . . . Packed 6 in a case . . .
(For Fast-Dri or Oil Inks only. Not for water color inks.)

FAST-DRI JUSTIFIER (C) When the Fast-Dri Ink is too tacky, especially in humid weather, a few drops of this Justifier reduces the ink to a good working quality. Normally, Fast-Dri Ink functions well without adding the Justifier, but it is well to always have some on hand.

F57 Justifier, ½ Pint Cans . . .

HAND CLEANER (D) Here is a cleaner that will remove ink stains quickly and leave the skin smooth and soft. Simply rub it on the hands as a cream, then wipe it off with a towel.

F58, Single Quart Cans . . . 12 in case . . .

COMPOSITION INK ROLLERS (E) Especially made to work best with Fast-Dri Ink. Do not use these rollers for water color ink. One and one-half inch diameter by varying widths of 1, 2, 3 and 6 inches. Operators like the comfortable wood handle which remains up out of the ink. A screw eye is in the end and a hook is supplied to hang the roller when not in use.

F59 Composition Roller, 3" wide . . . X59 Xtron
F59A Composition Roller, 2" wide . . . X59A Xtron
F59B Composition Roller, 1" wide . . . X59B Xtron
F59C Composition Roller, 6" wide . . . X59C Xtron

WIPING CLOTHS Sterilized and laundered cloths for cleaning your type and rollers.

F61, 5 lb. carton . . . F62, 10 lb. carton . . .

SPOUT CAN A pint size tin can with spout. Handy for use with cleaning fluid.

F63 . . .



THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SIGN REQUISITIONS, ROLLERS, PARTS, WORDS



SIGN REQUISITIONS

With Copy Control

The success of promoting sales thru signs depends upon getting the right message on your signs. These sign requisition forms use rectangles, in which the copy is written, to control the number of lines and the amount of copy. Normal handwriting that approximately fills the rectangles is

the amount of copy that should be on a sign . . . each sheet explains how to write good sign copy . . . Used by both the largest and smallest stores.

No. FE51—Most practical for all signs—pad size 5½x8½, padded in 100's.

No. V51—For upright signs only—pad size 5½ x 8½, padded in 100's.

INK ROLLERS

Composition rollers with metal shafts for self-inking models.

K1422 Ink Roller—14" long, 2" diameter.....

M2228 Ink Roller—22" long, 2" diameter.....

RT6 Rubber Tires, 2" diameter outside, for wheels on ink rollers.....

MACHINE PARTS

Few parts ever need replacing. Write regarding any items not listed.

M2228—Cover for holding cardboard

M2228—Cardholding Arms, left or right

NL1 —Front casting with bearings, for M and K models

NL2 —Rear casting with bearings, for M and K models

NL3 —Dial with latches, for M and K models

PLUS FEDERAL EXCISE TAX

—3 lines; total width 36 pt.

READY SET WORDS (A)

To Match Your Type

We can make words for you by cementing letters together. These words will match your type in style and lining. Send us the list of words

you want and an imprint of the type they are to match. Specify if all lower case or caps and lower case are wanted. The price will be that of the number of letters used plus labor charge. Refer to price on sorts.

READY SET WORDS

18 POINT CAPS,
20TH CENTURY BOLD.
95 WORDS

WOOL HOUSECOATS

GABARDINE COTTON

Here is actual size of the print. These words are ideal for small cards that are pinned on items . . . Saves you a lot of time and set-up.

Headings . . . As Advertised, Fall, New, Reduced To, Sale!, Sale Price, Special, Spring, Summer, Value, Winter. Possessives . . . Boys' Children's, Girls', Infants', Ladies', Men's, Misses', Teenagers', Women's, Youths'. Description . . . All, And, Checked, Colors, Denier, Each, Fashioned, Fast, Full, Gauge, Plaid, Prints, Sanforized, Shades, Sizes, Striped, Styled, Tropical, Washable, Worsted, 100%. Materials . . . Broadcloth, Cashmere, Chiffon, Corduroy, Cotton, Faille, Flannel, Gabardine, Jersey, Linen, Nylon, Orlon, Rayon, Shantung, Sharkskin, Silk, Taffeta, Wool. Items . . . Anklets, Belts, Blouses, Brassieres, Coats, Costume, Dresses, Girdles, Gloves, Gowns, Handbags, Hankies, Hats, Hose, Hosiery, Housecoats, Jackets, Overcoats, Pajamas, Panties, Petticoats, Raincoats, Robes, Scarfs, Shirts, Shoes, Shorts, Skirts, Slacks, Slippers, Slips, Suits, Sweaters Ties, Topcoats.

No. B86 Complete Set.....

★ We can also make words in this size from your list. Send in the words you want. **No. B86X Single Words**

FRACTIONS

¼, ½, ¾, % available in all sizes.

THE MORGAN SIGN MACHINE CO.

SPACERS, BARS LAYOUT SHEETS, ETC.



LINING BARS (A)

- No. 36 $\frac{3}{4}$ " x $\frac{1}{8}$ " x 10"
- No. 37 $\frac{3}{4}$ " x $\frac{1}{8}$ " x 10"
- No. 38 $\frac{1}{2}$ " x $\frac{1}{4}$ " x 6"
- No. 39 $\frac{1}{2}$ " x $\frac{1}{2}$ " x 6"
- No. 40 $\frac{1}{2}$ " x $\frac{1}{4}$ " x 10"
- No. 41 $\frac{1}{2}$ " x $\frac{1}{2}$ " x 10"
- No. 42 $\frac{3}{4}$ " x $\frac{1}{2}$ " x 10"
- No. 43 $\frac{3}{4}$ " x $\frac{1}{4}$ " x 10"
- No. 44 $\frac{3}{4}$ " x $\frac{1}{2}$ " x 13 $\frac{1}{2}$ "
- No. 45 $\frac{3}{4}$ " x $\frac{1}{4}$ " x 13 $\frac{1}{2}$ "
- No. 46 $\frac{3}{4}$ " x $\frac{1}{2}$ " x 6 $\frac{7}{8}$ "
- No. 47 $\frac{3}{4}$ " x $\frac{1}{4}$ " x 6 $\frac{7}{8}$ "
- No. 48 $\frac{1}{2}$ " x $\frac{1}{2}$ " x 19"
- No. 49 $\frac{1}{2}$ " x $\frac{1}{4}$ " x 19"

METAL TYPE SPACERS (B)

Sold in $\frac{1}{2}$ lb. and 1 lb. lots or more.

- 24 point x 24 point wide
- 24 point x 12 point wide
- 30 point x 30 point wide
- 30 point x 15 point wide
- 30 point x 10 point wide
- 36 point x 36 point wide
- 36 point x 18 point wide
- 36 point x 9 point wide
- 48 point x 48 point wide
- 48 point x 24 point wide
- 48 point x 12 point wide
- 72 point x 36 point wide
- 72 point x 24 point wide
- 72 point x 18 point wide

WOOD FURNITURE (C)

Hardwood pieces $\frac{3}{4}$ " thick. Rectangular pieces for lining type on "M" models and triangular pieces for holding type on angles.

- | | |
|---|---|
| No. D66—2" x 10" | No. D72— $\frac{1}{4}$ " x 2 $\frac{3}{4}$ " x 21 $\frac{1}{4}$ " |
| No. D67—3" x 10" | (Triangular; order two) |
| No. D68—3" x 13 $\frac{1}{2}$ " | No. D76—2" x 6 $\frac{3}{4}$ " |
| No. D69—2" x 13 $\frac{1}{2}$ " | No. D77— $\frac{1}{4}$ " x 2 $\frac{3}{4}$ " x 10" |
| No. D70—2" x 21 $\frac{1}{4}$ " | (Triangular; order two) |
| No. D71— $\frac{1}{4}$ " x 2 $\frac{3}{4}$ " x 13 $\frac{3}{4}$ " | No. D78— $\frac{1}{8}$ " x 1 $\frac{3}{4}$ " x 6 $\frac{3}{4}$ " |
| (Triangular; order two) | (Triangular; order two) |

LAYOUT SHEETS (D)

This is the patterned sheet which is in the base of your machine and which is ruled in half inch squares.

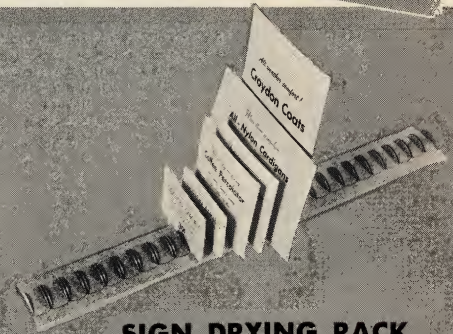
- M711 Layout Sheet for machines with 7x11 inch capacity.....
- M1411 Layout Sheet for machines with 14x11 inch capacity.....
- M1422 Layout Sheet for machines with 14x22 inch capacity.....
- M2228 Layout Sheet for machines with 22x28 inch capacity.....

LOCKING WEDGES (E)

Metal slip wedges, 4" long, $\frac{1}{2}$ " at maximum width.

- NL23 — $\frac{1}{2}$ " high
- NL24 — $\frac{3}{4}$ " high

Line-O-Scribe



SIGN DRYING RACK

This rack holds your cards while they dry after printing. The capacity is 25 signs with two sided printing, or 50 signs with one sided printing. The over-all length is 29", width 3 $\frac{3}{4}$ ". The rack is made of heavy metal, spot welded, and finished in a black wrinkle baked enamel.

CARDBOARD AND PAPER CUTTER

This card cutter has a 15" blade and is suitable for trimming or cutting all sizes of cardboard.

No. 501.....

ADJUSTABLE OPERATORS CHAIR

A tubular steel frame with a black wrinkle finish; green upholstery, removable for cleaning; finger tip adjustment; 2-inch casters, ball bearings, hard tread; height adjustment from 17 $\frac{1}{2}$ inches to 23 inches.

No. 513X Operators Chair.....

FOR "B" MODEL LINE-O-Scribes MADE PRIOR TO 1941

LOCK SHEETS

Waxed Metal Base on which type is set.

- B57 Metal Lock Sheet 5 $\frac{1}{2}$ x7.....No. 391
- B711 Metal Lock Sheet 7x11.....No. 392
- B1114 Metal Lock Sheet 11x14.....No. 393
- B1422 Metal Lock Sheet 14x22.....No. 394
- B2228 Metal Lock Sheet 22x28.....No. 395
- Wax Ball for Metal Lock Sheet.....No. 396

PLATEN COVERS

Pattern on inside of cover.

- B57 Platen Cover.....No. 387
- B711 Platen Cover.....No. 388
- B1114 Platen Cover.....No. 389
- B1422 Platen Cover.....No. 390
- B2228 Platen Cover.....No. 390X

THE MORGAN SIGN MACHINE CO.

Beaufonte

® Pat. D181422

TRADE MARK

by Line-O-Scribe

An extended script type that lends itself well to fine fashion, ready-to-wear and all quality merchandise.



ABC

6 Line on 9 Line Caps B2419

abcdefghijklh Z

6 Line on 9 Line Lower Case B2420

Figures B2421

AB

8 Line on 12 Line Caps B2422

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Reduce size of alphabets and figures

THE MORGAN SIGN MACHINE CO.

Designed with accent on styling



by Line-O-Scribe

abcde 5

8 Line on 12 Line Lower Case B2423

Figures B2424

ATB

10 Line on 15 Line Caps B2425

abcd 3

10 Line on 15 Line Lower Case B2426

Figures B2427

abcdefghijklmnopqrstuvwxyz 1234567890\$¢-"".,!/?&The

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CASUAL



NEW

Casual Type

AVAILABLE

IN SIZES

24 pt. TO 12 Line

ABC

8 Line Caps B1419

abc

Lower Case B1420

29

Figures B1421

AG

12 Line Caps B1423

aye

Lower Case B1424

3

Figures B1425

Reduced size of Complete Alphabet and Figures

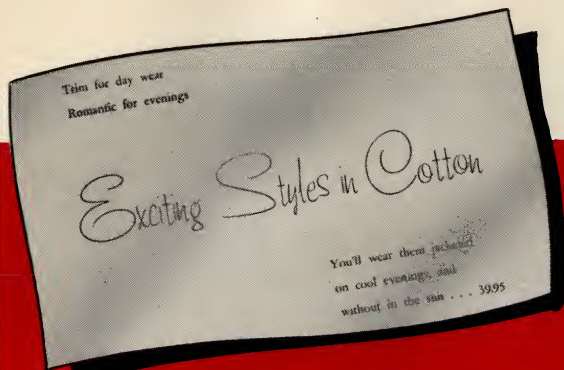
ABCDEFGHIJKLMNOPQRSTUVWXYZ&TtTh .,:;-!?"'"/

abcdefghijklmnopqrstuvwxyzffllsstt \$1234567890¢

THE MORGAN SIGN MACHINE CO.

® Pat. D177690

Line-O-Scribe



In Bellaire the artist has designed a style that is light and airy. The type reads fast when used with white space, it impresses quality and newness. There are variations in the lower case e, o and r, with the type positioned on two levels so that when they occur in the same word, alternates may be used. The capital letters are large in proportion to the lower case, which is "attention getting." "Artist's accidentals" are employed to give Bellaire type its own character... Design patented.

A B C D E F G
H I J K L M N O

8 Line Caps No. B1616

abcdefghijklm

8 Line Lower Case No. 1617

235

8 Line Figures No. B1618

Fonting Scheme...

Caps 83 pieces

Lower Case 103 pieces

Figures 28 pieces

Type Draw Requirements for Bellaire

8 line 1 draw, 12 line 2 draws,

18 line 4 draws, 24 line 7 draws.

Draw size $21\frac{1}{2} \times 13\frac{1}{2}$ ".

Reduced size of Complete Alphabet and Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZ&!?"'.,:;

abcdefghijklmnopqrstuvwxyz Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 \$ %

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

BELLAIRE

A B

24 Line Caps No. B1625

A B C

18 Line Cap No. B1622

A B C D E

12 Line Cap No. B1619

THE MORGAN SIGN MACHINE CO.

BELLAIRE

Line-O-Scribe

You'll be in the
spotlight with these styles

From the old South

bare shouldered bodices
with water-tail skirt of
antique silk and rayon

abcdef

24 Line Lower Case No. B1626

3

24 Line Figures No. B1627

abcdefgh

18 Line Lower Case No. B1623

5

18 Line Figures No. B1624

abcdefghi

12 Line Lower Case No. B1620

2

12 Line Figures No. B1621

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

BEAUX-ART

® Pat. D172758



A B C D E F G H

8 Line Caps No. B1516

A B C D E F

12 Line Caps No. B1519

A B C D

18 Line Caps No. B1522

Reduced type to show complete alphabet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & Th "" " ! ?

THE MORGAN SIGN MACHINE CO.

BEAUX-ART

Line-O-Scribe

Beaux-Art
Trademark

Beaux Art brings you a high styled studio lettering for your display signing. It is designed to give you an artistic air using large capital letters with an uneven semi-joining lower case. The type is made on blocks of a uniform length for ease in lining. Design patented by The Morgan Co.

abcdefghijklmnop 123

8 Line Lower Case No. B1517

Figures No. B1518

abcdefghi 123

12 Line Lower Case No. B1520

Figures No. B1521

abcdef 12

18 Line Lower Case No. B1523

Figures No. B1524

Reduced type to show complete alphabet

abcdefghijklmnop: noprstuvwxyz mthffler 1234567890\$¢

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CORONET BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B550

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B511

1234567890

Figures B552

A H I J K L a h i j k l m n o p q r s t u v w x y z 123456789

36 Point Caps B553

Lower Case B554

Figures B555

A L M O W H a l e i g n r u n f 56789

48 Point Caps B556

Lower Case B557

Figures B558

A B C D e l i g h t a n 6789

72 Point Caps B559

Lower Case B560

Figures B561

A B R a b i 789

8 Line B562 Caps

Lower Case B563

Figures B564

A B p s t 67

12 Line B565 Caps

Lower Case B566

Figures B567

THE MORGAN SIGN MACHINE CO.

BRUSH

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B101

abcdefghijklmnopqrstuvwxyz

24 Point Lower B102

1234567890

Figures B103

ABHIJKL ahijklmnopqr 123456789

36 Point Caps B104

Lower Case B105

Figures B106

AHLMO aleigwunf 5789

48 Point Caps B107

Lower Case B108

Figures B109

ABC elightan 789

72 Point Caps B110

Lower Case B111

Figures B112

A Gabc 789

8 Line Caps B113

Lower Case B114

Figures B115

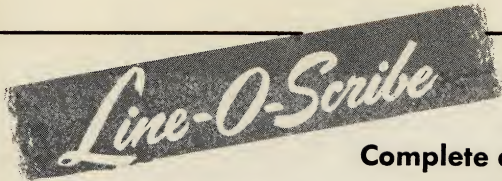
A Jay 3

12 Line Caps B116

Lower Case B117

Figures B118

THE MORGAN SIGN MACHINE CO.



20th CENTURY MEDIUM CONDENSED

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B601

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B602

ABCKNOPRSTUVW acdefhimn

36 Point Caps B609

Lower Case B610

1234567890

Figures B603

34567890

Figures B611

ABCDEFGHIJK abcdefprs

48 Point Caps B612

Lower Case B613

234567

Figures B614

ABCREST acdipte

72 Point Caps B615

Lower Case B616

5678

Figures B617

ABCKNOP

6 Line Caps B618

34567

Figures B620

ABCDEF

8 Line Caps B621

4567

Figures B623

ABCR

12 Line Caps B624

567

Figures B626

THE MORGAN SIGN MACHINE CO.

20th CENTURY MEDIUM

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B901

abcdefghijklmnopqrstuvwxyz 1234567890

24 Point Lower Case B902

Figures B903

ABCMOPRST

abcdefgh

56789

30 Point Caps B930

30 Point Lower Case B931

Figures B932

ABCMOPRST

abcdefgh

56789

36 Point Caps B904

Lower Case B905

Figures B906

ABCHIJW

abcoprs

5689

48 Point Caps B907

Lower Case B908

Figures B909

ABRS

abifts

569

72 Point Caps B910

Lower Case B911

Figures B912

ARBEST

569

6 Line Caps B913

Figures B915

ABKR

569

8 Line Caps B916

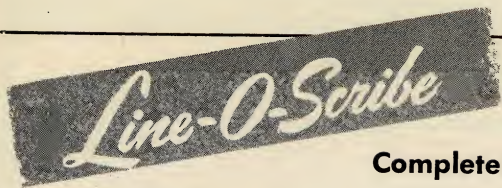
Figures B918

AB

59

12 Line Caps B919

Figures B921



20th CENTURY EXTRA BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B301

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B302

1234567890

Figures B303

AHJKL ahijklnrstyz

36 Point Caps B304

Lower Case B305

Figures B306

ALMOH aleignr

48 Point Caps B307

Lower Case B308

Figures B309

ABC eligh

72 Point Caps B310

Lower Case B311

Figures B312

AHJK 789

6 Line Caps B313

Figures B315

ALM 89

8 Line Caps B316

Figures B318

AB 89

12 Line Caps B319

Figures B321

THE MORGAN SIGN MACHINE CO.

20th CENTURY BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B801

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B802

1234567890

Figures B803

ABCPRSTU abcdefgh

36 Point Caps B804

Lower Case B805

45689

Figures B806

ABCRST abc costu

48 Point Caps B807

Lower Case B808

5678

Figures B809

ABES abito

72 Point Caps B810

Lower Case B811

569

Figures B812

ABEST 4569

6 Line Caps B813

Figures B815

ABEG 59

8 Line Caps B816

Figures B818

AB 59

12 Line Caps B819

Figures B821

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

20th CENTURY BOLD CONDENSED

ABCDEFGH 239

6 Line Caps No. B229

6 Line Figures No. B230

CONDENSED GOTHIC

A B

6 Inch Caps No. B238

THE MORGAN SIGN MACHINE CO.

CONDENSED GOTHIC

Line-O-Scribe

ABCOATS

8 Line Caps B231

56

Figures B232

ABCS

12 Line Caps B233

56

Figures B234

ABC

3 Inch Caps B235

5

Figures B236

Larger Sizes of Wood Type made on Orders.

We shall be glad to quote prices.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES

259

3 Inch 20th Century Medium Figures B924

259

4 Inch Condensed Gothic Figures B237

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES

259

3 Inch 20th Century Bold Figures B824

59

6 Inch Condensed Gothic Figures B239

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CONDENSED GOTHIC

9

9 Inch Figures No. B240

Larger figures up to 18
inches in wood type made
on order. Write for prices.

THE MORGAN SIGN MACHINE CO.

BALLERINA

Line-O-Scribe

A B C D

12 Line Caps B1201

a b c e g h k r s t

12 Line Lower Case B1202

P

4 Inch Caps B1205



MADE ON ORDERS

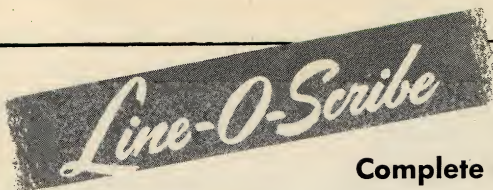
3 Inch Caps B1203

3 Inch Lower Case B1204

4 Inch Caps B1205

4 Inch Lower Case B1206

THE MORGAN SIGN MACHINE CO.



GARAMOND LIGHT

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B701

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B702

1234567890

Figures B703

ABCDEFGHIH abclmnop

36 Point Caps B707

Lower Case B708

123456

Figures B709

ABCEFG abclmop

48 Point Caps B710

Lower Case B711

2345

Figures B712

ABCST abcst 456

72 Point Caps B713

Lower Case B714

Figures B715

ABIS 789

8 Line Caps B716

Figures B718

23568

12 Line Figures B719

THE MORGAN SIGN MACHINE CO.

GARAMOND BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B401

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B402

1234567890

Figures B403

ABCMOPRST

36 Point Caps B405

abcdefgh

Lower Case B406

56789

Figures B407

ABCHIJW

48 Point Caps B408

abcoprs

Lower Case B409

5689

Figures B410

ABRS

72 Point Caps B411

abifts

Lower Case B412

569

Figures B413

BRS 569

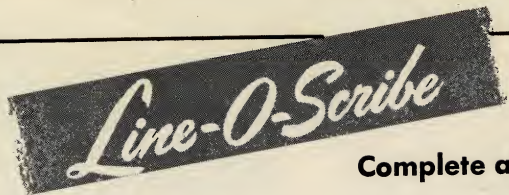
8 Line Caps B414

Figures B416

569

12 Line Figures B419

THE MORGAN SIGN MACHINE CO.



SANS SERIF LIGHT

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1001

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1002

1234567890

Figures B1003

ACDEFGHIJ

36 Point Caps B1005

abcdefghijklmno

Lower Case B1004

234567

Figures B1026

ABDEK

72 Point Caps B1011

acdefg

Lower Case B1010

346

Figures B1029

ABC

8 Line Caps B1013

239

Figures B1030

2346

12 Line Figures B1014

THE MORGAN SIGN MACHINE CO.

SANS SERIF BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1150

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1151

1234567890

Figures B1152

ABCDEFGH abcdefgh

36 Point Caps B1155

Lower Case B1154

234567

Figures B1176

ABCH IJK abch i j k m

48 Point Caps B1156

Lower Case B1157

45678

Figures B1158

ABCD abcrst 789

72 Point Caps B1161

Lower Case B1160

Figures B1179

ADH 450

8 Line Caps B1163

Figures B1180

345 9

12 Line Figures B1181

3 Inch Figures B1133

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

ADDITIONAL TYPE STYLES

Styles on this page can be supplied on order. Shipments approximately 3 weeks. Sizes

available as listed. Standard sizes are 24 pt., 36 pt., 48 pt., 72 pt., 8 line, 12 line, 3 inch.

Serious Case

Caslon Italic—B1700
24 Point to 72 Point.

Food Show

20th Century Medium Italic
B1800—24 Point to 72 Point.

Modern Art Sells

Modern Gothic—B2000
24 Point to 72 Point.

Time Clock

Bodoni Bold—B1900
24 Point to 3 Inch.

AKRON AUTO SHOW

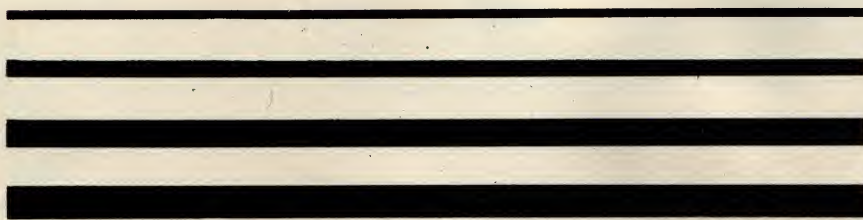
Spire—B2100 Caps and Figures
Only—24 Point to 72 Point.

Busy Plant

Stymie Light—B2200
24 Point to 72 Point.

For Heads

Stymie Medium—B2300
24 Point to 3 Inch.



3 Point Rule B81

6 Point Rule B82

9 Point Rule B83

12 Point Rule B84

THE MORGAN SIGN MACHINE CO.

Trim for day wear
Romantic for evenings

A New Exciting Beauty

You'll wear them jacketed
on cool evenings, and
without in the sun... 39.95

Fashionaire

TRADE-MARK

Brings new cleanness in lettering with today's characteristics. It has the look of freshness and newness for fashion promotions . . . Available in a range of sizes from one to four inches.

A B C D

3 inch Caps (18 line) No. B2622

a b c d 8 9

3 inch Lower Case (18 line) No. B2623

Reduced size of alphabets and figures

Figures No. B2624

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! & Th ?

a b c d e f f g h i j k l m n o o p q r r s s t u v w x y z - 1 2 3 4 5 6 7 8 9 0 th tt ¢ \$. ' ' ' ' , ; ,

Fashionaire

TRADEMARK

A B C D E F G H

8 line Caps (1 1/4 inch) No B2616

a b c d e f g h i j k l m 2 3

8 line Lower Case No. B2617

Figures No. B2618

A B C D E F

12 line Caps (2 inch) No. B2619

a b c d e f g h i 4 5

12 line Lower Case No. 2620

Figures No. B2621

THE MORGAN SIGN MACHINE CO.

BERNHARD MODERN ROMAN

Line-O-Scribe

This Type Face is Bernhard Modern Roman

24 point

Caps. No. B2801

Lower Case No. B2802

Figures No. B2803

This Type Face is
Bernhard Modern Roman

36 point

Caps. No. B2804

Lower Case No. B2805

Figures No. B2806

This Type Face is
Bernhard Modern Roman

48 point

Caps. No. B2807

Lower Case No. B2808

Figures No. B2809

This Type Face is
Bernhard Modern
Roman

72 point

Caps. No. B2810

Figures No. B2812

Lower Case No. B2811

THE MORGAN SIGN MACHINE CO.

Bon-Air

TRADEMARK PAT. D185646

Pure Silk Linen
Alter - Five Companions.
 with imported Cashmere
 matching embroidered Cardigan
 \$98.

A B C D E F G

8 line Caps (1 1/4 inch) No. B2516

a b c d e f g h i j k l m 23

8 line Lower Case No. B2517

Figures No. B2518

A B C D E

12 line Caps (2 inch) No. B2519

a b c d e f g h i 45

12 line Lower Case No. B2520

Figures No. B2521

Reduced size of Complete Alphabet and Figures

A B C D E F G H I J K L M N O P Q R S T U V W X Y ! ? &
 a b c d e f g h i j k l m n o p q r s t u v w x y z # \$ % ' ' ' ' - T h

BELLAIRE BOLD

Line-O-Scribe

A B C

18 Line Caps. No. B1610.

a b c b e f g h j k l m

18 Line Lower Case No. B1611

2 3 4 5

18 Line Figs. No. B1612

THE MORGAN SIGN MACHINE CO.

Fashion-Art

PAT. D192058

Here is a style of studio lettering
that makes readers realize that you
follow thru with a newness in keep-
ing with your select merchandise.

Elegance

24 Line caps (4 inch) No. B2726

24 Line lower case No. B2727

24 Line figures No. B2728

Elegance in fashions

12 Line caps
(2 inch) No. B2720

12 Line lower case No. B2721

12 Line figures No. B2722

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z - . : ; ' " % ' \$ & ' !

Elegance in fashions

romantic embroidered silks
with bare shouldered bodice

Elegance

30 Line caps
(5 inch) No. B2729

30 Line lower case
(5 inch) No. B2730

30 Line figures No. B2731

Elegance in fash

18 Line caps
(3 inch) No. B2723

18 Line lower case No. B2724

18 Line figures No. B2725

Line-O-Scribe

20th CENTURY BOLD CONDENSED

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

24 pt. Caps. No. B201

Lower Case No. B202

1234567890

Figs. No. B203

ABCORSWY

30 pt. Caps. No. B204

abcrestom

Lower Case No. B205

2345678

Figs. No. B206

ABCDEFGHIJKL

36 pt. Caps. No. B207

abcdefg

Lower Case No. B208

34567

Figs. No. B209

ABCRES

48 pt. Caps. No. B210

abcre

Lower Case No. B211

3456

Figs. No. B212

ABCRE

60 pt. Caps. No. B213

abcr

Lower Case No. B214

456

Figs. No. B215

ABCR

72 pt. Caps. No. B216

abc

Lower Case No. B217

234

Figs. No. B218

THE MORGAN SIGN MACHINE CO.

MURRAY HILL BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B2901

a b c d e f g h i j k l m n o p q r s t u v w x y z

24 Point Lower Case B2902

1 2 3 4 5 6 7 8 9 0

Figures B2903

A B C D E F G H

36 Point Caps B2904

a b c d e f g h

Lower Case B2905

2 3 4 5 6 7

Figures B2906

A B C D E G

48 Point Caps B2907

a b c d e f

Lower Case B2908

2 3 4 5 6

Figures B2909

A B C

72 Point Caps B2910

a b c d e f g

Lower Case B2911

4 5 0

Figures B2912

A G

8 Line Caps B2916

a b c

Lower Case B2917

4 5 6

Figures B2918

A C

12 Line Caps B2919

a l

Lower Case B2920

5 6

Figures B2921

Line-O-Scribe

BODONI BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B1901

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1902

1234567890

Figures B1903

ABCMOPRST

36 Point Caps B1904

abclmnop

Lower Case B1905

123456

Figures B1906

ABCEFG

48 Point Caps B1907

abclmop

Lower Case B1908

2345

Figures B1909

ABCST

72 Point Caps B1910

abcest

Lower Case B1911

456

Figures B1912

ABCS 123

8 Line Caps B1916

Figures B1918

AB 29

12 Line Caps B1919

Figures B1921

THE MORGAN SIGN MACHINE CO.

The MORGAN Co.
SIGN MACHINE
manufacturers of Sign Machines & Supplies

CHICAGO, ILLINOIS 60640

TELEPHONE LONGBEACH 1-5926

SOLD TO

SHIP TO

DATE

CUST. ORDER NO.

TERMS F.O.B. CHICAGO

SHIP VIA

SOLD BY

[illegible]

ORDERS SUBJECT TO ACCEPTANCE BY CHICAGO OFFICE

ALL MDSE. F. O. B. CHICAGO

PURCHASER

Cut this page out.

Line-O-Scribe SIGN MACHINE

MODEL

MRS 1422

Capacity 14x22 inches



Specifications of Base: length 54", width 36", height 32", weight 227 lbs.
Other specifications shown as MR1422 pages 8 and 9. Shipping weight
523 lbs. complete.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe SELF-INKING SIGN MACHINE

PRINTS ALL SIGNS
up to 14x44 inches

MODEL KRS1444



	LENGTH	WIDTH	HEIGHT	WEIGHT
K1444 Line-O-Scribe MACHINE	73"	18"	7"	310 lbs.
TYPE RACK 4 DRAWS	54"	17"	27 1/2"	70 lbs.
ALL STEEL BASE UNIT	54"	36"	32"	228 lbs.
ALL STEEL BASE UNIT	40"	31 1/2"	32"	180 lbs.
3 TYPE CABINET 4 DRAWS	22 3/4"	15 1/2"	9"	210 lbs.

FINISH — BAKED GREEN CORTEX and SATIN CHROME

TYPE — select from catalog and add

K1444 specifications on page 5

for SIGNS • VISUAL AIDS • IMPRINTING • PROOFING

SELF-INKING *Line-O-Scribe* MACHINES

- for signs, one of a kind, one-sided or two-sided
- economically produces quantities, several or 100 or more
- imprints masters for offset duplicating
- makes proofs of any cuts or display type
- works on paper or cardboards of any thickness
- uses standard type in any sizes

MODEL KRS1422

Capacity 14x22 inches



Specifications of Base: length 54", width 36", height 32", weight 227 lbs.
Other specifications shown as KR1422 pages 14 and 15. Shipping weight
675 lbs. complete.

PRICE LIST • CATALOG M656

Line-O-Scribe

SIGN MACHINES and SUPPLIES

TERMS...MACHINES - F. O. B. FACTORY CHICAGO — net 30 days.

MACHINES may be purchased one-third down or on receipt of shipment, with balance payable monthly in three equal payments without carrying charges.

Prices based on machines being equipped with your choice of the following type: 20th Century Medium, 20th Century Bold, 20th Century Medium Condensed, 20th Century Extra Bold, 20th Century Bold Condensed, Bodoni Bold, Condensed Gothic, Garamond Light, Garamond Bold, Sans Serif Light, Sans Serif Bold, Coronet Bold up to 72 point, or any assortment in quantities listed in machine specifications. Other types can be selected with price adjusted accordingly.

SUPPLIES - F. O. B. FACTORY CHICAGO — net 30 days.

Prices subject to change without notification.

Page 1 MATCHING TYPE 24 Point Sorts17 ea. 30 & 36 Point Sorts. .20 ea. 48 Point Sorts30 ea. 60 Point Sorts36 ea. 72 Point Sorts50 ea. 6 Line Sorts 1.30 ea. 8 Line Sorts 1.45 ea. 12 Line Sorts 1.70 ea. 3 Inch Sorts 2.75 ea. 4 Inch Sorts 4.00 ea. 6 Inch Sorts 4.40 ea. 9 Inch Sorts 8.25 ea. For Beaufonte, Ballerina, Beaux Art, Fashion-Art, Bellaire, Bon-Air, Fashionaire, Brush, Bellaire Bold, Murray Hill Bold, Bernhard Modern Roman, and type faces on Page 68, Casual and Coronet Bold, see page number on which type is listed.	Pages 16 & 17 M2228 2995.00 Page 20 No. FE51-100 in pad .95 ea. 10 pads 6.75 100 pads 62.50 Pages 23, 24 & 25 Cardboard Quantity Discounts Based on 22x28 sheets or equivalent of cut sizes 400 to 999 shts. 22x28 5% 1000 and up shts. 22x28 10% No. 61 White 6-ply 22x28 per 100 34.50 14x22 per 100 18.65 11x14 per 100 9.65 7x11 per 100 4.95 5 1/2 x7 per 100 2.70 3 1/2 x5 1/2 per 100 1.60 2 3/4 x3 1/2 per 100 1.10 6-ply Colors No. 50, 62, 63, 68 22x28 per 100 36.75 14x22 per 100 19.80 11x14 per 100 10.20 7x11 per 100 5.20 5 1/2 x7 per 100 2.80 3 1/2 x5 1/2 per 100 1.70 2 3/4 x3 1/2 per 100 1.15 No. 70 Black 6-ply 22x28 per 100 40.50 14x22 per 100 21.65 11x14 per 100 11.15 7x11 per 100 5.70 5 1/2 x7 per 100 3.05 3 1/2 x5 1/2 per 100 1.80 2 3/4 x3 1/2 per 100 1.20	V-Neer Cardboard No. 21, 23, 25, 27 28x44 per 100 91.50 22x28 per 100 47.90 14x22 per 100 24.70 11x14 per 100 12.65 7x11 per 100 6.65 5 1/2 x7 per 100 3.55 3 1/2 x5 1/2 per 100 2.10 2 3/4 x3 1/2 per 100 1.35 14-ply Colors No. 620-621 28x44 per 100 98.25 22x28 per 100 51.30 14x22 per 100 25.95 11x14 per 100 13.25 7x11 per 100 6.95 5 1/2 x7 per 100 3.70 3 1/2 x5 1/2 per 100 2.15 2 3/4 x3 1/2 per 100 1.40 14-ply White—No. 600 28x44 per 100 73.50 22x28 per 100 38.15 14x22 per 100 19.85 11x14 per 100 10.20 7x11 per 100 5.40 5 1/2 x7 per 100 2.90 3 1/2 x5 1/2 per 100 1.75 2 3/4 x3 1/2 per 100 1.20 14-ply Colors No. 604, 605, 606, 660, 641, 666, 652, 657, 643, 649, 647, 650, 651, 648, 640 28x44 per 100 79.50 22x28 per 100 41.90 14x22 per 100 21.70 11x14 per 100 11.15 7x11 per 100 5.90 5 1/2 x7 per 100 3.15	3 1/2 x5 1/2 per 100 1.90 2 3/4 x3 1/2 per 100 1.25 Page 26 Packed in 100's T54, T57, T52, T55, T53, T56, T64 1000's 84.15 100's 9.35 T60, T58, T59, T65 1000's 45.90 100's 5.10 T66 1000' 27.90 100's 3.10 T63, T61, T62, T67 1000's 16.20 100's 1.80 Page 27 Blank Toppers—Red Border or Plain White No. T50 11"—per 1000 84.15 per 100 9.35 No. T51 7"—per 1000 68.40 per 100 7.60 Colored Toppers, No Border 6-ply—minimum lots 1M Same price as above Page 28 S34B 47.50 dz. 4.40 ea. S35B 48.00 dz. 4.45 ea. S33B 85.30 dz. 7.90 ea. S32B 58.30 dz. 5.40 ea. S31B 51.85 dz. 4.80 ea. S30B 48.00 dz. 4.45 ea.
Page 3 MR711 389.00 Page 4 M711 325.00 Page 5 K1444 1425.00 Pages 6 & 7 MR1411 765.00 Pages 8 & 9 MR1422 895.00 Pages 10 & 11 MK1411 1395.00 Pages 12 & 13 MK1422C 2295.00 Pages 14 & 15 KR1422 1625.00 Last Page MRS1422 1165.00			

S29B and S29C

100	66.40
50	34.60
1 dz.	8.70
each	1.15

Page 29**Sign Holders
Flat Bases**

per dz.

V 3 1/2 x 5 1/2	16.20
V 5 1/2 x 7	18.40
V 7 x 11	24.15
V 11 x 14	30.25
H 3 1/2 x 5 1/2	16.20
H 5 1/2 x 7	18.40
H 7 x 11	24.15
H 11 x 14	30.25

**Round Cast Bases
Adjustable Stems**

HA 3 1/2 x 5 1/2	84.60
HA 5 1/2 x 7	84.60
HA 7 x 11	99.40
HA 11 x 14	104.10
VA 3 1/2 x 5 1/2	84.60
VA 5 1/2 x 7	84.60
VA 7 x 11	99.40
VA 11 x 14	104.10

Stationary Stems

HS 3 1/2 x 5 1/2	58.70
HS 5 1/2 x 7	63.40
HS 7 x 11	69.50
HS 11 x 14	81.40
VS 3 1/2 x 5 1/2	58.70
VS 5 1/2 x 7	63.40
VS 7 x 11	69.50
VS 11 x 14	81.40

Page 30

BR532	5.25
BR533	5.25
BR534	5.25
B94X	3.85
BR524	4.65
BR525	4.65
BR526	4.65

Page 31

BR545	5.25
BR546	5.25
BR547	5.25
BR548	5.25
BR549	5.25
BR550	5.25

Page 32

BR535	5.25
BR536	5.25
BR537	5.25
BR538	5.25
BR539	5.25
BR531	4.65

Page 33

BR540	5.25
BR541	5.25
BR542	5.25
BR543	5.25
BR544	5.25
BR530	4.65

Pages 34 & 35

B88-99	44.50
In Metal Tray	51.50
B91, B89, B88, B90 .. ea.	3.85
B99, B95, B94, B93, B96	
B92, B98, B97 .. ea.	5.25

Page 36

BR559	6.95
BR562	10.80
BR555 4 1/2"	4.65
BR555 6 1/2"	6.65
BR555 9"	8.95

Page 37

BR560	10.80
BR561	10.80

Page 38

BR552	3.85
BR551	3.85
BR556	3.85
BR557	6.95
BR558	6.95
BR553	3.85
BR554	3.85

Page 39

D50	79.50
D50X	115.00
No. 516	15.75
No. D51	75.50
No. D51X	83.95
No. F53	2.25 pad
10 pads 20.25	
No. D52	205.50
No. D53	9.50
No. D54	9.50
No. M711	8.50
No. D5525

Page 40

W.C. Ink	
1/4 lb. tubes WC1	1.95
1/2 lb. cans WC2	Disc.
1 lb. cans WC3	3.95
Quantity discount 1# cans	
20—1# cans or more—10%	

Rubber Rollers

No. 1—3/4" wide	2.10
No. 2—2" wide	2.55
No. 3—3" wide	3.15
No. 6—6" wide	7.75

Ink Platen—Aluminum

No. 20—Single	2.65
No. 21—Double	5.10

Scroll Sheets

No. S51, S52, S53, S54, S55,	
S56 Pink, S57 Buff, S58 Tan	
20x26 per 100	21.25
13x20 per 100	10.70

Easels

No. S21 per 100	3.10
No. S22 per 100	4.75
No. S23 per 100	9.40

**Bordered Window Banners
(Specify Blue or Red Borders)**

No. 822 per 100 ..	6.00
No. 822 per 1000 ..	54.00
No. 1117 per 100 ..	Disc.
No. 1117 per 1000 ..	Disc.
No. 1122 per 100 ..	7.00
No. 1122 per 1000 ..	63.00
No. 1422 per 100 ..	7.25
No. 1422 per 1000 ..	65.25
No. B10 per 100 ..	Disc.
No. B10 per 1000 ..	Disc.
No. B141 per 100 ..	8.50
No. B141 per 1000 ..	76.50
No. S1111 per 100 ..	6.40
No. S1111 per 1000 ..	57.60
No. S1414 per 100 ..	7.25
No. S1414 per 1000 ..	65.25

Page 41

F55	1.95
F56	4.25
F65	3.45

*All standard colors except
Gold, Silver and Copper—
See Special Color prices.

Quantity discount 1# cans
Standard colors only

20—1# cans or more..10%

**SPECIAL COLORS OF
FAST-DRI INKS**

Gold, Silver and Copper

1/4 lb. Tube	2.95 ea.
1/2 lb. Tube	4.95 ea.
1 lb. Can	8.95

F60	3.50 Gal
6 in case	18.90 Case.
F60X Special	5.75 Gal.

F57	1.25
F58	1.75 Qt.

12 in case \$18.90

F59 —3" Roller	4.35
F59A—2" Roller	3.85
F59B—1" Roller	3.75
F59C—6" Roller	6.90
F61 .. If Available	6.70
F62 .. If Available	13.40
F6350

XTRON ROLLERS

	Wire Handle	Wood Handle
X59 3"	7.70	9.20
X59A 2"	7.15	8.65
X59B 1"	7.15	8.65
X59C 6"	10.75	

Page 42

No. FE51 — V51
100 in pad . . .95 ea.

10 pads	6.75
100 pads	62.50

K1422 Ink Rlr. Drbl. .	48.50
M2228 Ink Rlr. Drbl. .	61.00
K1422 Xtron Ink Roller	65.50
M2228 Xtron Ink Roller	76.50
RT6 Rubber Tire	1.40
M2228 Cover	110.00
M2228 Card Arm	17.00
NL1	43.75
NL2	39.00
NL3	15.25
B8585
B86	30.00
In Covered Tray ..	36.25
B86X85

Fraction and Per Cent

24 Point25 ea.
36 Point32 ea.
48 Point45 ea.
72 Point73 ea.
6 Line	2.30 ea.
8 Line	2.65 ea.
12 Line	3.00 ea.
3 Inch	8.00 ea.
4 Inch	8.10 ea.
6 Inch	10.95 ea.

Page 43

No. 36 .. .45	No. 43 .. .77
No. 37 .. .66	No. 44 .. 1.30
No. 38 .. .50	No. 45 .. 1.05
No. 39 .. .60	No. 46 .. .75
No. 40 .. .60	No. 47 .. .55
No. 41 .. .75	No. 48 .. 1.40
No. 42 .. .88	No. 49 .. 1.15
No. 50—3/4"x1 1/2"x21" ..	1.85

Add 20 cents each if bars are
rubber lined on one side

Metal Type Spacers

All sizes	2.00 lb.
D6655
D6760
D68	1.30
D69	1.10
D70	1.20
D7160
D7295
D7650
D7760
D7845

M711 Layout Sheet ..	1.75
M1411 Layout Sheet ..	2.75
M1422 Layout Sheet ..	3.25
M2228 Layout Sheet ..	5.25
NL23	2.25
NL24	2.75
No. 515—Sign Rack ..	10.20
No. 501—Cutter	36.00
No. 8—Bench Model	

30" Cutter	114.00
513X	57.00

Lock Sheets "B" Model

No. 391—B57	1.10
No. 392—B711	1.90
No. 393—B1114	2.10
No. 394—B1422	2.70
No. 395—B2228	5.25
No. 396—Wax65

Platen Covers "B" Model

No. 387—B57	.60
No. 388—B711	.75
No. 389—B1114	.95
No. 390—B1422	1.25
No. 390X—B2228	2.50

Pages 44 & 45

B2419	204.60
B2420	240.70
B2421	67.50
B2422	265.10
B2423	311.85
B2424	87.60
B2425	315.90
B2426	371.50
B2427	104.25

MATCHING TYPE

6 Line	2.95
8 Line	3.70
10 Line	4.00

Page 46

24 Pt. Caps 15A	19.05
Lower 32a	22.15
Figs. 11-1	8.85
36 Pt. Caps 6A	25.05
Lower 13a	28.45
Figs. 5-1	11.35
48 Pt. Caps 5A	30.85
Lower 9a	40.90
Figs. 4-1	13.60
72 Pt. Caps 4A	54.15
Lower 5a	50.10
Figs. 4-1	26.40
B1419	99.40
B1420	123.10
B1421	34.40
B1423	129.40
B1424	158.40
B1425	42.90

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for Special Prices	
8 Line	1.80
12 Line	2.10

Page 47

B1616	131.70
B1617	164.50
B1618	43.90

Pages 48 & 49

B1625	306.85
B1626	369.05
B1627	107.70
B1622	262.00
B1623	327.50
B1624	87.55
B1619	188.60
B1620	235.65
B1621	63.00

MATCHING TYPE

8 Line	2.15
12 Line	3.05
18 Line	4.10
24 Line	4.60

Pages 50 & 51

B1516	130.30
B1517	163.00
B1518	43.60
B1519	189.60
B1520	237.05
B1521	63.25
B1522	264.45
B1523	330.65
B1524	88.35

MATCHING TYPE

8 Line	2.15
12 Line	3.05
18 Line	4.10

Page 52

B550	8.10
B511	9.35
B552	3.25
B553	9.35
B554	11.50
B555	4.10
B556	12.95
B557	15.80
B558	5.70
B559	25.25
B560	31.85
B561	9.45
B562	99.40
B563	123.10
B564	34.40
B565	129.40
B566	158.40
B567	42.90

MATCHING TYPE

24 Point	.19
36 Point	.23
48 Point	.35
72 Point	.66
8 Line	1.80
12 Line	2.10

Page 53

B101 6A	19.05
B102 15a	22.15
B103 5-1	8.85
B104 4A	25.05
B105 10a	28.45
B106 4-1	11.35
B107 3A	30.85
B108 8a	40.90
B109 3-1	13.60
B110 3A	54.15
B111 5a	50.10
B112 3-1	26.40
B113	99.40
B114	123.10
B115	34.40
B116	129.40
B117	158.40
B118	42.90

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for Special Prices	
8 Line	1.80
12 Line	2.10

Page 54

B601	7.30
B602	8.95
B603	3.30
B609	9.00
B610	10.90
B611	4.10
B612	11.75
B613	14.40
B614	5.15
B615	22.95
B616	28.95
B617	8.55
B618	51.85
B620	20.00
B621	55.65
B623	21.35
B624	68.05
B626	23.85

Page 55

B901	7.30
B902	8.95
B903	3.30
B930	8.50
B931	10.25
B932	4.00
B904	9.00
B905	10.90
B906	4.10
B907	11.75
B908	14.40
B909	5.15
B910	22.95
B911	28.95
B912	8.55
B913	51.85
B915	20.00
B916	55.65
B918	21.35
B919	68.05
B921	23.85

Page 56

B301	7.30
B302	8.95
B303	3.30
B304	9.00
B305	10.90
B306	4.10
B307	11.75
B308	14.40
B309	5.15
B310	22.95
B311	28.95
B312	8.55
B313	51.85
B315	20.00
B316	55.65
B318	21.35
B319	68.05
B321	23.85

Page 57

B801	7.30
B802	8.95
B803	3.30
B804	9.00
B805	10.90
B806	4.10
B807	11.75
B808	14.40
B809	5.15
B810	22.95
B811	28.95
B812	8.55
B813	51.85
B815	20.00
B816	55.65
B818	21.35
B819	68.05
B821	23.85

Page 58

B229	51.85
B230	20.00
B238	180.60

Page 59

B231	55.65
B232	21.35
B233	68.05
B234	23.85
B235	103.50
B236	32.65

Page 60

B924	32.65
B237	45.75

Page 61

B824	32.65
B239	53.10

Page 62

B240	83.80
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Page 63

B1201	136.70
B1202	168.60
B1203	202.95
B1204	250.55
B1205	294.65
B1206	357.85

MATCHING TYPE

12 Line	2.45
18 Line	3.40
24 Line	4.75

Page 64

B701	7.30
B702	8.95
B703	3.30
B707	9.00
B708	10.90
B709	4.10

B710	11.75
B711	14.40
B712	5.15
B713	22.95
B714	28.95
B715	8.55
B716	55.65
B718	21.35
B719	23.85

Page 65

B401	7.30
B402	8.95
B403	3.30
B405	9.00
B406	10.90
B407	4.10
B408	11.75
B409	14.40
B410	5.15
B411	22.95
B412	28.95
B413	8.55
B414	55.65
B416	21.35
B419	23.85

Page 66

B1001	7.30
B1002	8.95
B1003	3.30
B1005	9.00
B1004	10.90
B1026	4.10
B1011	22.95
B1010	28.95
B1029	8.55
B1013	55.65
B1030	21.35
B1014	23.85

Page 67

B1150	7.30
B1151	8.95
B1152	3.30
B1155	9.00
B1154	10.90
B1176	4.10
B1156	11.75
B1157	14.40
B1158	5.15
B1161	22.95
B1160	28.95
B1179	8.55
B1163	55.65
B1180	21.35
B1181	23.85
B1133	32.65

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APPROXIMATE FONTING
SCHEME OF TYPE LISTED
ON THIS PAGE

(Figures included in Cap
Font up to 72 Pt.)

	Caps	Lower Case
24 Pt.	8A	17a
36 Pt.	5A	7a
48 Pt.	4A	6a
72 Pt.	3A	5a
8 Line	3A	6a
12 Line	3A	6a
18 Line	3A	6c

24 Pt. Caps	25.30
Lower	21.60

36 Pt. Caps	21.50
Lower	17.40

48 Pt. Caps	22.20
Lower	19.00

72 Pt. Caps	35.50
Lower	31.90

8 Line Caps	55.65
Lower	68.40

Figs.	21.35
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12 Line Caps	68.05
Lower	83.80

Figs.	23.85
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18 Line Caps	103.50
Lower	127.70

Figs.	32.65
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8, 12 and 18 Line PRICES ARE MINIMUM ORDER OF 65 PCS. in any one style and size.	
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B81 22" Long	.60
B82 22" Long	1.10
B83 22" Long	1.70
B84 22" Long	2.20

Page 69

B2622	310.55
B2623	368.35
B2624	101.40

Page 70

B2616	175.80
B2617	208.70
B2618	57.50
B2619	236.65
B2620	281.20
B2621	77.40

MATCHING TYPE

8 Line	2.50
12 Line	3.10
18 Line	4.20

Page 71

B2801 7A	19.05
B2802 15a	22.15
B2803 7-1	8.85
B2804 5A	25.05
B2805 10a	28.45
B2806 4-1	11.35
B2807 3A	30.85
B2808 7a	40.90
B2809 3-1	13.60
B2810 3A	54.15
B2811 5A	50.10
B2812 3-1	26.40

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for
Special Prices

Page 72

B2516	175.80
B2517	208.70
B2518	57.50
B2519	239.00
B2520	283.35
B2521	78.00

MATCHING TYPE

8 Line	2.50
12 Line	3.15

Page 73

B1610	262.00
B1611	327.50
B1612	87.55

MATCHING TYPE

18 Line	4.10
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Page 74

B2726	407.70
B2727	487.45
B2728	131.35
B2720	262.70
B2721	314.05
B2722	84.65

Page 75

B2729	961.80
B2730	1149.75
B2731	309.55
B2723	353.40
B2724	412.55
B2725	113.95

MATCHING TYPE

12 Line	3.60
18 Line	4.65
24 Line	5.40
30 Line	12.35

Page 76

B201	7.30
B202	8.95
B203	3.30
B204	8.50
B205	10.25
B206	4.00
B207	9.00
B208	10.90
B209	4.10
B210	11.75
B211	14.40
B212	5.15
B213	16.05
B214	20.60
B215	6.55
B216	22.95
B217	28.95
B218	8.55

Page 77

B2901 5A	19.05
B2902 19a	22.15
B2903 8-1	8.85
B2904 4A	25.05
B2905 13a	28.45
B2906 6-1	11.35
B2907 3A	30.85
B2908 9a	40.90
B2909 4-1	13.60
B2910 3A	54.15
B2911 7a	50.10

B2912 4-1	26.40
B2916	99.40
B2917	123.10
B2918	34.40
B2919	129.40
B2920	158.40
B2921	42.90

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for Special Prices	
8 Line	1.80
12 Line	2.10

Page 78

B1901	7.30
B1902	8.95
B1903	3.30
B1904	9.00
B1905	10.90
B1906	4.10
B1907	11.75
B1908	14.40
B1909	5.15
B1910	22.95
B1911	28.95
B1912	8.55
B1916	55.65
B1918	21.35
B1919	68.05
B1921	23.85

Prices for Items Not Listed in Catalog

WATERPROOF CARDS	
14-Ply Coated 2 sides	
C2S	
22x28	60.45 per C
14x22	30.65 per C
11x14	15.85 per C
7x11	8.00 per C
5 1/2 x 7	4.15 per C
3 1/2 x 5 1/2	2.45 per C
Beveled Edge Cards	
Deluxe Mat Board	
14x22	82.50 per 100
11x14	46.75
7x11	25.30
5 1/2 x 7	15.40
3 1/2 x 5 1/2	10.70
2 3/4 x 3 1/2	9.35
CLS White and Buff	
Gold Beveled Edge Cards	
or Boutique Cards any color	
14-ply—Smooth Finish—	
14x22	60.50 per 100
11x14	36.50
7x11	22.50
5 1/2 x 7	14.30
3 1/2 x 5 1/2	9.90
2 3/4 x 3 1/2	8.80
Adhesive Lining Material	
For Lining Bars \$2.50 per	
Roll of 20 Ft.	
Drying Rack—2 spring—	8.75
Shown on Pages Indicated	
MR711 Rack P. 3.	79.50
MR1411 Rack P. 6.	86.00
MR1411 Base P. 10.	235.00
MR1422 Base P. 80.	270.00
MRS1422 Unit P. 80.	1165.00

INSIDE BACK Cover . KRS1444 \$2295.00

BACK Cover KRS1422 1895.00